Sports Illustrated
SI's TOP 12 Sports-Talk Radio Shows
New Era
What's Next for Boston's New World Champions?
2004 WORLD SERIES CHAMPIONS
BOSTON RED SOX
THE BOYS OF OCTOBER:
Johnny Damon, David Ortiz, Pedro Martinez, Curt Schilling
NOVEMBER 8, 2004 www.si.com | AOL Keyword: Sports Illustrated

It's a feeling children instinctively know, and grown-ups want to recapture. It calls to mind words like exhilaration, liberation and joy. But we like the way children put it better: "Zoom-Zoom." It's what moves us to engineer the soul of a sports car into every Mazda. One feeling. One soul. One question.

How

Mazda Tribute

MAZDA6 5-Door

MAZDA6 Sports Sedan

Mazda RX-8

MAZDA3 5-Door

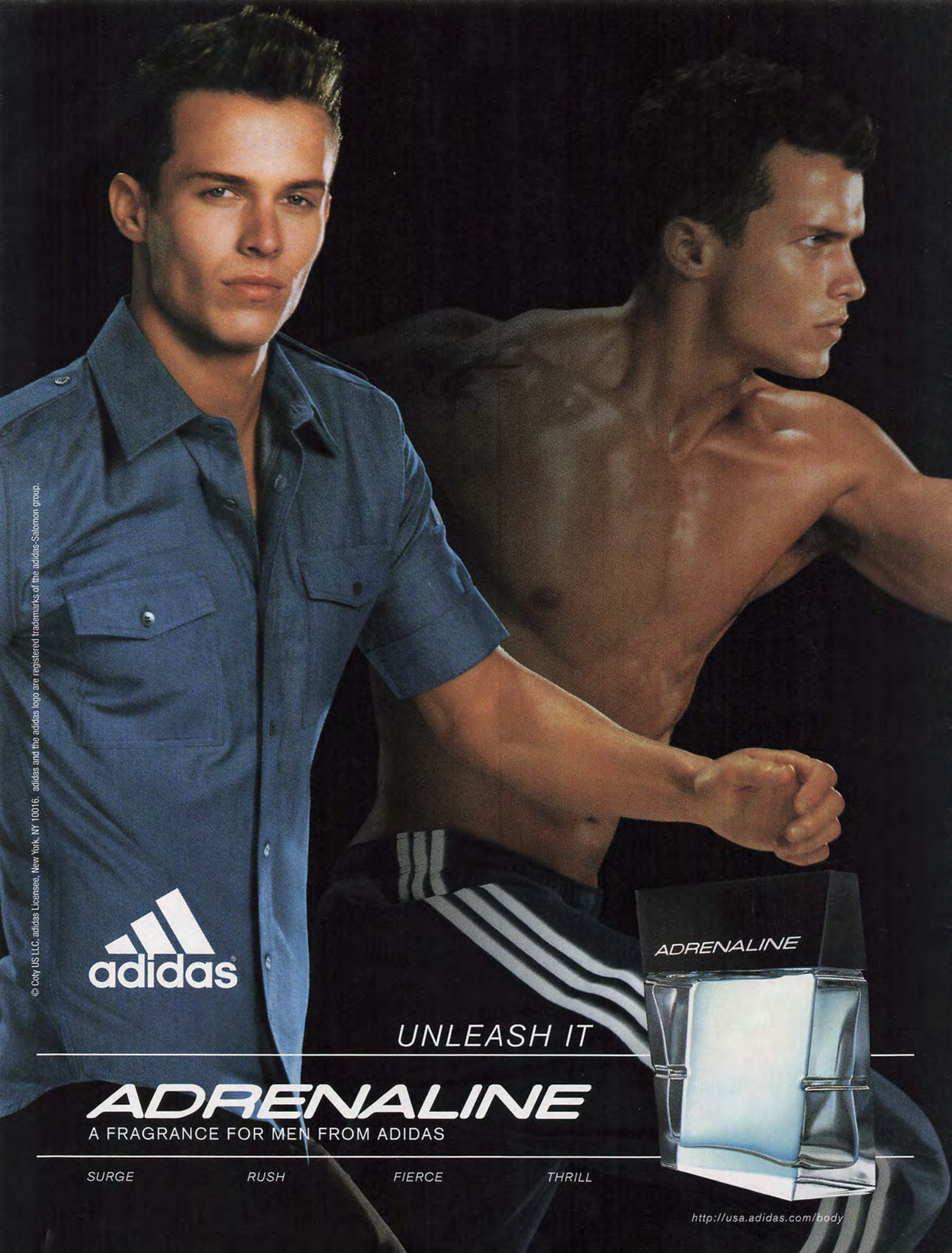
mazda

MazdaUSA.com 800 639-1000

do you want your Zoom-Zoom?

©2004 Mazda North American Operations

To get the Zoom-Zoom ringtone for your cell phone, go to zoomtones.com



© Coty US LLC, adidas Licensee, New York, NY 10016. adidas and the adidas logo are registered trademarks of the adidas-Salomon group.

Sports Illustrated
NOVEMBER 8, 2004
VOLUME 101, NO. 18

The Lineup

PITTFALL Steelers wide receiver Plaxico Burress makes a diving catch for six against New England (page 54).

BASEBALL

44 Now, the Hard Part
The world champion Red Sox face difficult roster decisions—and the challenge to repeat
by Tom Verducci

COLLEGE FOOTBALL

50 They're for Real
After failing to deliver last year, Auburn's Tigers are clawing at the door of the BCS title game
by Austin Murphy

PRO FOOTBALL

54 Ben There, Done That
Rookie QB Ben Roethlisberger has led the surprising Steelers to the top of the AFC
by Michael Silver

PRO BASKETBALL

58 A Hero in Hiding
The Spurs' Manu Ginobili is an inspiration to Argentina but an object of dangerous scrutiny
by Chris Ballard

64 Funk Brothers
What up, Dog? The ratings of Atlanta's 790 the Zone, after it unleashed Ryan (left) and Doug Stewart in the once-lily-white arena of sports-talk radio
by John Helyar

Departments

4 Leading Off
12 Letters
14 Catching Up With . . .
17 Air and Space
Why don't we just tattoo corporate logos on all athletes' foreheads?
by Steve Rushin
20 Scorecard
- Should Spurrier want back in?
- Favre's new family setback
- Remembering Bobby Avila
- Woody Harrelson on the grill

32 Faces in the Crowd
35 Players
88 The Life of Reilly
Yellow bracelets 1, anal-retentive rules freaks 0 **by Rick Reilly**

Inside . . .

78 The NFL
- Those up-and-down Seahawks

82 College Football
- Miami trips over Tar Heels

84 Horse Racing
- Ghostzapper romps in Classic

Cover

PHOTOGRAPH BY
WALTER IOOSS JR.

COVER BACKGROUND PHOTOS: Background composite by SI Imaging (AP, Getty Images, Chuck Solomon)
COVER FLAP PHOTOS: Bob Rosato (Auburn, Steelers); Jeffery A. Salter (Stewarts); Al Tielemans (Eagles)

SI Extra

To sign up for SPORTS ILLUSTRATED's free subscriber-only e-mail newsletter, go to sicustomerservice.com/siextra.

Hoops scoop: For complete NBA scores, stats and breaking news, plus **Web-only columns and power rankings** from SI experts Jack McCallum, Marty Burns and John Hollinger, go to **si.com/basketball.**

SI.com

SPORTS ILLUSTRATED (ISSN 0038-822X) is published weekly, with an extra issue in February and two issues combined in July and at year end, by Time Inc. Principal Office: Time & Life Building, Rockefeller Center, New York, NY 10020-1393. Ann Moore, Chairman, CEO; Richard Atkinson, Executive Vice President. Periodicals postage paid at New York, NY, and additional mailing offices. Canada Post Publications Mail Agreement No. 40110178. Return undeliverable Canada Addresses to: Postal Stn A, PO Box 4322, Toronto, ON, M5W 3G9. GST #122781974RT. U.S. subscription: $81.95 for 55 issues. SUBSCRIBERS: If the postal service alerts us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address within two years. POSTMASTER: Send address changes to SPORTS ILLUSTRATED, Post Office Box 30602, Tampa, FL 33630-0602, MAILING LIST: We make a portion of our mailing list available to reputable firms. If you would prefer that we not include your name, please call or write us. ©2004 TIME INC. ALL RIGHTS RESERVED. REPRODUCTION IN WHOLE OR IN PART WITHOUT PERMISSION IS PROHIBITED. SPORTS ILLUSTRATED IS A REGISTERED TRADEMARK OF TIME INC.

CUSTOMER SERVICE AND SUBSCRIPTIONS: For 24/7 service, please use our website: www.si.com/customerservice. You can also call 1-800-528-5000 or write to SI at P.O. Box 30602, Tampa, FL 33630-0602.

JOHN BIEVER

Leading Off

Mass. Hysteria

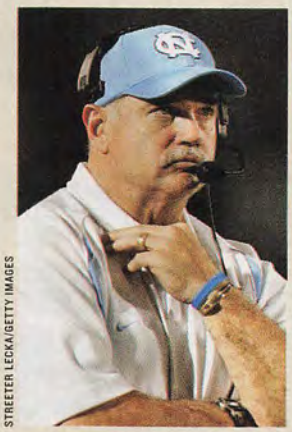
Amphibious vehicles carrying the world champion Red Sox (page 44) crawl past Boston Common during a victory parade last Saturday, while fans express their appreciation from adjacent buildings. The players' procession later became a flotilla on the Charles River, prompting some fans to take a dip.

Photograph by Damian Strohmeyer

JUSTIN LANE/EPA (2)

ENTRANCE TO 141 T KNIGHT STREET

10
DUMAS
43
45



STREETER LECKA/GETTY IMAGES

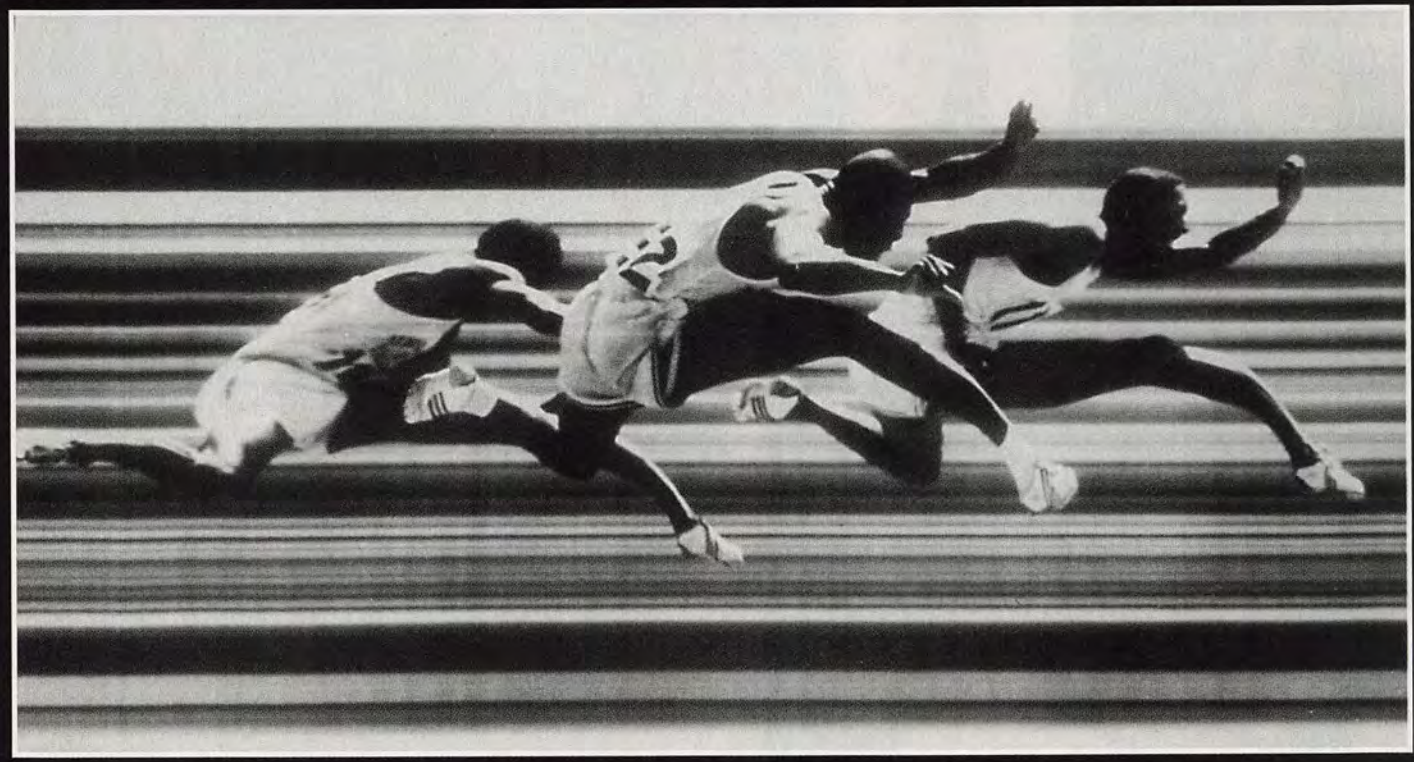
Leading Off

Tar Heel Blues

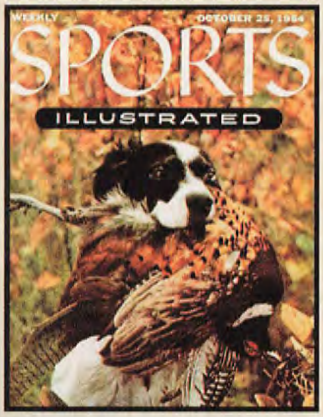
Miami's Devin Hester (4) shows exactly how down he is as North Carolina kicker Connor Barth (10) and his teammates celebrate the field goal that gave them a 31–28 win over the Hurricanes on Saturday (page 82). This was the first time since 1978 that Florida, Florida State and Miami lost on the same weekend, and the upset probably saved the job of Tar Heels coach John Bunting (inset).

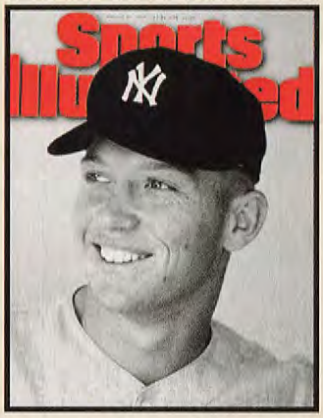
Photograph by Bob Donnan

Bill Mazeroski's Pittsburgh Pirates beat New York Yankees, World Series, 1960



U.S. Olympic Trials (strip camera), Palo Alto, Calif., 1960



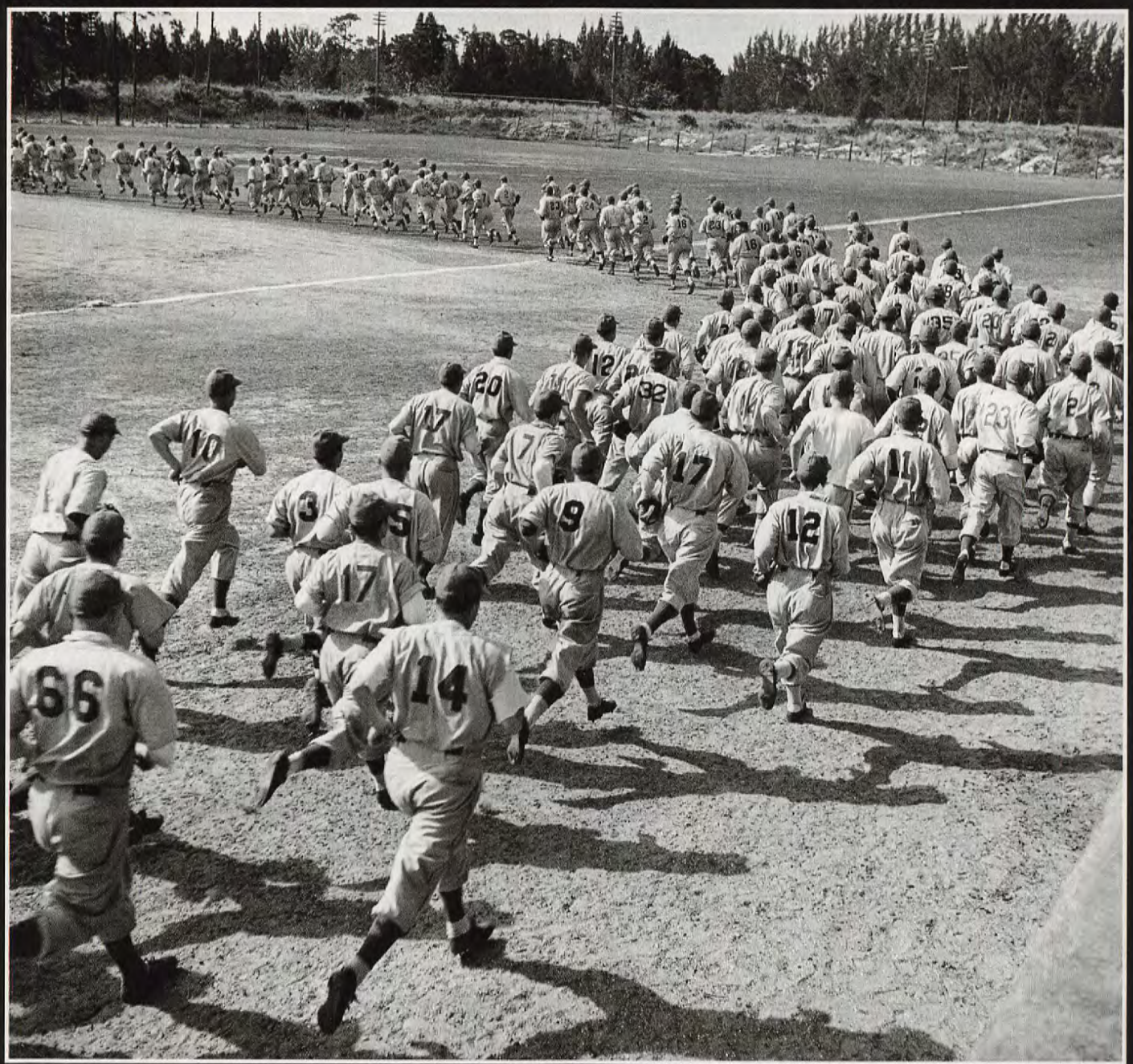


Leading Off

George Silk
1916–2004

A master of all forms and one of the most innovative photographers of the past century, George Silk started out as a combat photographer (he was briefly captured by Rommel's army in Libya), was on staff at LIFE for 30 years and shot for SPORTS ILLUSTRATED for 24 years.

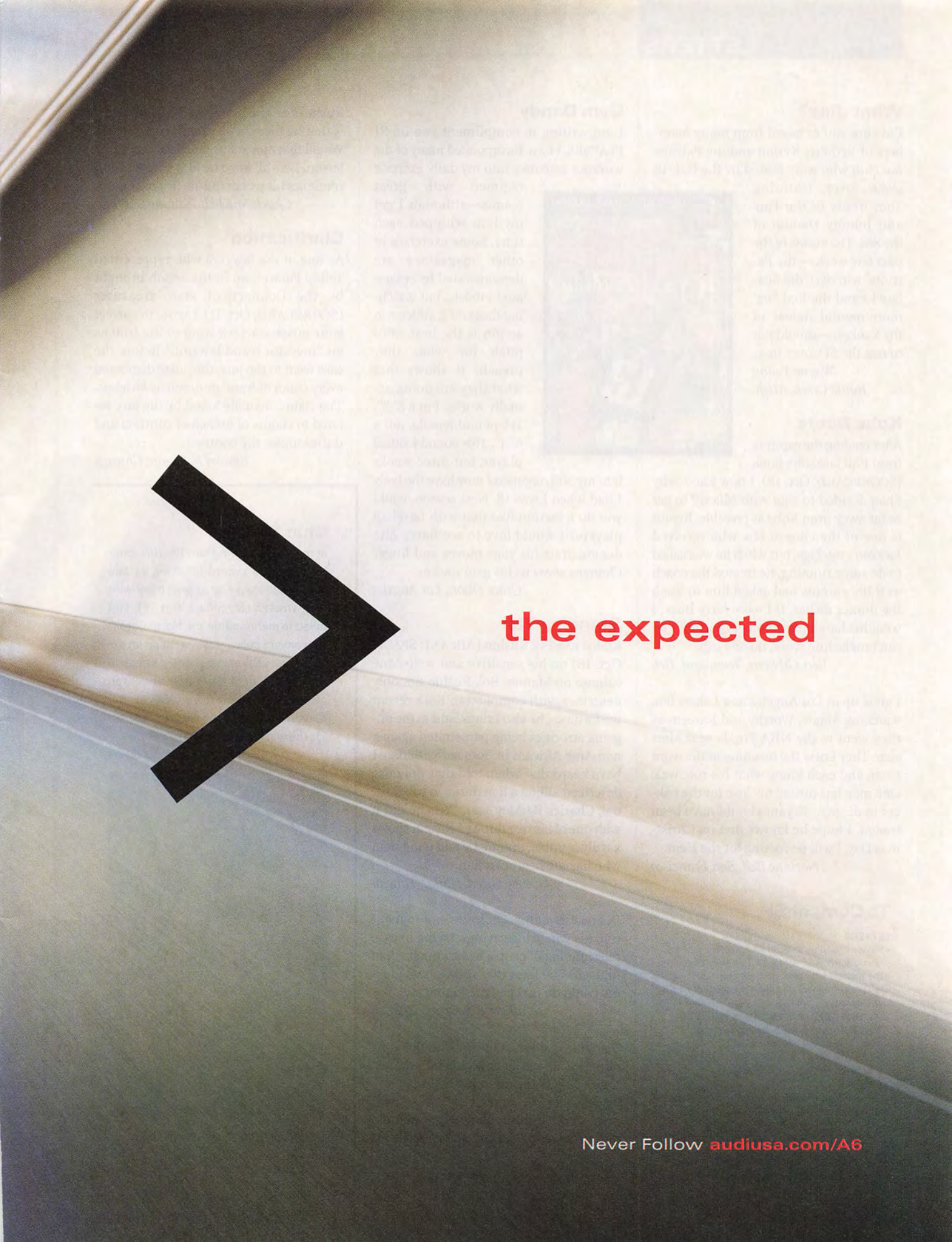
Photographs by George Silk



Spring training, Brooklyn Dodgers, 1948

Greater power, design and technology. The all-new Audi A6. With a dynamic 255 hp V6 that utilizes race-proven FSI® technology, or a muscular 335 hp V8, it exceeds any traditional expectations. In concert with the exceptional control of quattro® all-wheel drive, the most powerful engines in the class take their place in the front row. It's greater to lead than follow.

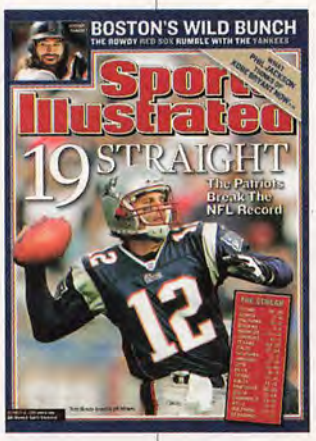
"Audi," "quattro," "A6," "FSI" and the four rings emblem are registered trademarks of AUDI AG. "Never Follow" is a registered trademark of Audi of America, Inc. ©2004 Audi of America, Inc.


the expected
Never Follow audiusa.com/A6

What Jinx?

I'm sure you've heard from many members of Red Sox Nation and the Patriots fan club who were scared by the Oct. 18 issue cover, featuring Tom Brady of the Pats and Johnny Damon of the Sox. The events of the past few weeks—the Patriots' win over the Seahawks and the Red Sox' monumental defeat of the Yankees—should put to rest the SI Cover Jinx.

Wayne Young
Battle Creek, Mich.



Kobe Beefs

After reading the excerpts from Phil Jackson's book (SCORECARD, Oct. 18), I now know why Shaq decided to sign with Miami: to get as far away from Kobe as possible. Bryant is one of the chosen few who received Jackson's tutelage, but when he was asked to do some running, he treated the coach as if his parents had asked him to wash the dinner dishes. If I were Jerry Buss, I wouldn't have hired another coach. If Phil can't make him work, no one can.

Bert Gibbons, Townsend, Del.

I grew up in Los Angeles as a Lakers fan, watching Magic, Worthy and Kareem as they went to the NBA Finals year after year. They knew the meaning of the word *team*, and each knew what his role was. One man has turned my love for the Lakers to disgust. Bryant should have been traded. I hope he knows that on Christmas Day, I will be rooting for the Heat.

Norinne Bell, San Francisco

To Contact SI

LETTERS

- Please e-mail us at letters@si.timeinc.com or fax us at 212-467-4049. Letters should include the writer's full name, address and home telephone number and may be edited for clarity and space.

CUSTOMER SERVICE AND SUBSCRIPTIONS

- For 24/7 service, please use our website, www.si.com/customerservice. You can also call 1-800-528-5000 or write to SI at P.O. Box 30602, Tampa, FL. 33630-0602.

ADVERTISING

- For ad rates, an editorial calendar or a media kit, e-mail us at sipubqueries@timeinc.com.

Gym Dandy

I am writing to compliment you on SI PLAYERS. I have incorporated many of the workout activities into my daily exercise regimen with great results—although I get my butt whipped each time. Some exercises in other magazines are demonstrated by emaciated models, but watching these NFL athletes in action is the best sales pitch for what they preach: It shows that what they are doing actually works. I'm a 5' 5", 115-pound female, not a 6' 4", 210- pound football player, but three weeks into my NFL regimen I now have the body I had when I was 18. Next season, could you do a section like that with baseball players? I would love to see Barry Zito demonstrate his yoga moves and Roger Clemens show us his gym routine.

Grace Olson, Los Angeles

Standing Tall

Kudos to Steve Rushin (AIR AND SPACE, Oct. 18) on his sensitive and well-done column on Manute Bol. Rushin not only describes with compassion Bol's recent misfortunes, he also brings light to the ongoing atrocities being perpetrated against non-Arab Africans in Bol's native Sudan. I have heard that when told that Bol once described killing a lion during a tribal ritual, Charles Barkley said, "Yes, he did it with one of his free throws." Rushin shows a truly humble, optimistic and good man who has the heart of a lion.

Andrew Gross, Haiku, Hawaii

Bol has spent his whole life, not to mention his whole life savings, trying to ease the suffering of people less fortunate than himself. The least the NBA and its players could do is repay the kindness.

Sherrill S. Craig, Raleigh

Standing in a lunch line next to Bol at an airport years ago, after getting over the fact that I only came up to his belt buckle—unusual for me, since I'm 6' 4"—I was most struck by his remarkably accommodating behavior and contagious smile. As Rushin's article indicates, Bol's great gift is that he focuses on others, not himself. Would that more of us practiced that same lesson. Let's all hope he fully recovers and continues his wonderful life helping others.

Chuck Mitchell, Tallahassee, Fla.

Clarification

As one of the lawyers who represented Teddy Forstmann in the action brought by the Connecticut state treasurer (SCORECARD, Oct. 11), I write to correct your mischaracterization of the trial as an "investor fraud lawsuit." Before the case went to the jury, the judge dismissed every claim of fraud or deceit as baseless. The claims actually heard by the jury related to claims of breach of contract and duties under the contract.

Shawn F. Fagan, Chicago

Blue Streak

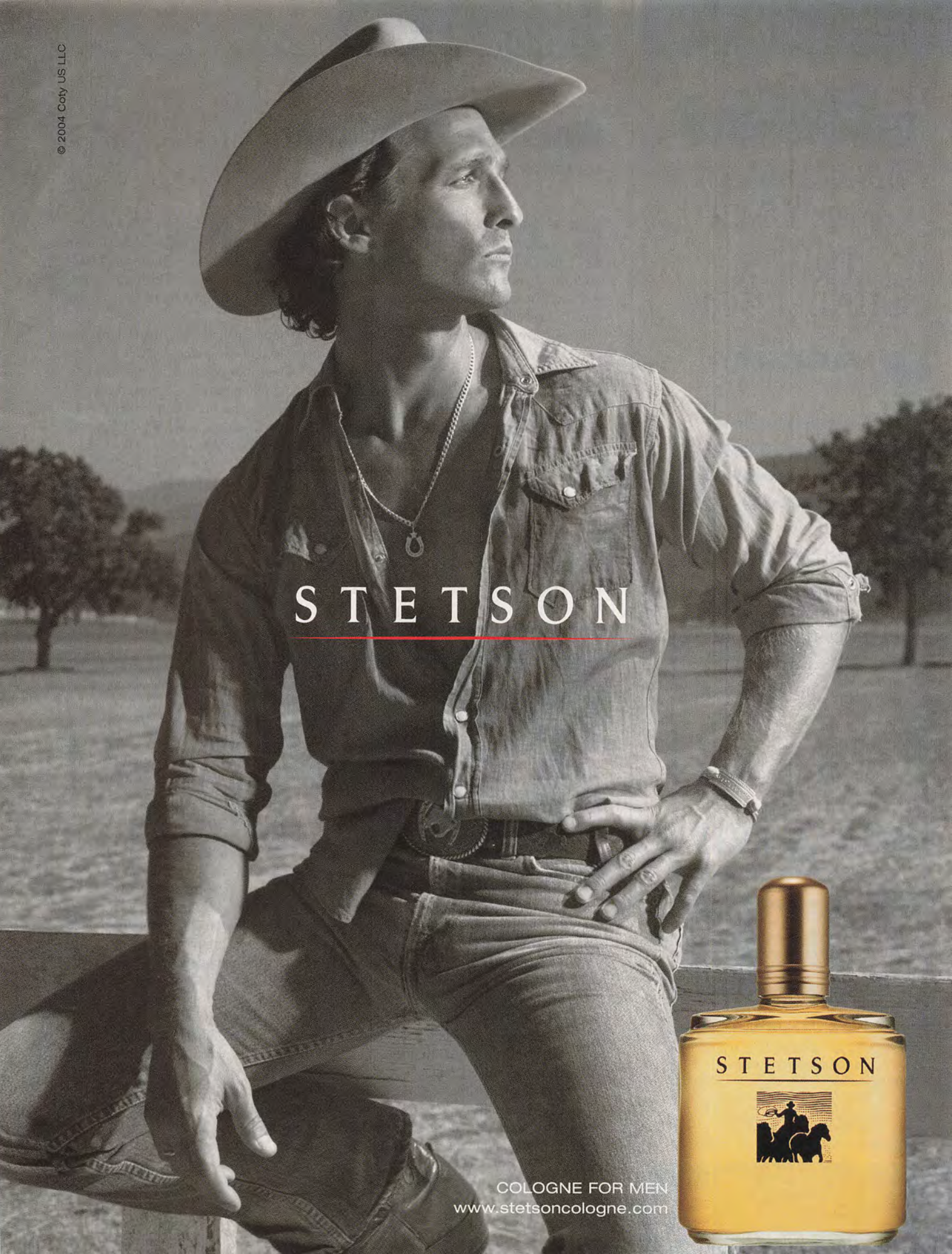
In the chart showing how the New England Patriots' record-breaking parade of victories stacks up against other winning streaks (*Streakers*, Oct. 18), you failed to mention that the North Carolina women's soccer team went on an extraordinary 92-game-winning streak in the middle of a 101-game unbeaten streak that lasted from 1990 to '94. Maybe we should show a little respect for the women's accomplishment.

Scott Phillips, Nashville

STAR HEEL Mia Hamm was a four-time NCAA champion at North Carolina.

DAMIAN STROHMEYER (COVER); BOB DONNAN

© 2004 Coty US LLC



ADVERTISEMENT

Sports Illustrated
SPORTSMAN of the YEAR
2004
TRIVIA CHALLENGE
presented by
VIAGRA (sildenafil citrate) tablets

Challenge yourself at
si.com/sportsmantrivia

Trivia Challenge Question

Which Sportsman holds the record for most consecutive birdies to close out a golf tournament that he won?

Don't forget to go to
si.com/sportsmansweeps
and enter
for your chance to
WIN A TRIP
for two to New York City and the

VIAGRA® (sildenafil citrate) is a proud sponsor of the Sports Illustrated Sportsman of the Year 2004 Award Celebration.

VIAGRA® and the blue diamond tablet shape are registered trademarks of Pfizer Inc.

Pfizer US Pharmaceuticals VG 204361A

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. Sweepstakes ends 11/17/04. For details, including official rules, which govern this sweepstakes, visit si.com/sportsmansweeps. Open only to legal residents of the United States and the District of Columbia who are male and age 35 or older at time of entry. Void in Florida, Puerto Rico, Guam, U.S. Virgin Islands and where prohibited by law.

Rolando Blackman, All-Star Guard

MARCH 23, 1981

FORMER ALL-STAR guard Rolando Blackman, who spent 13 years with the Dallas Mavericks and the New York Knicks before retiring as a player in 1997, will be one of the hardest working men in basketball this season. Not only will he oversee the Mavericks' seven-man player development staff, but he'll also serve as a TV analyst for the team's 82 regular-season games. While he won't be rushing from pregame warmups to shower and change into a suit before the start of each broadcast, he does expect to keep a tight schedule. "Each job will make me better at the other," he says. "I can bring things from practice to the booth and vice versa."

This won't be Blackman's first foray into either field, but it will be the first time he has attempted to do both jobs in the same season. He got his start in broadcasting as a college basketball commentator for ESPN and CBS from 1997 through 2000, then moved into player development. In October '03 he was named director of the Dallas program. He and his staff of former pro players work closely with the Mavericks' coaching staff and put the players through individually tailored drills. "The players respect what my staff says, because they know we've been through the wars ourselves," says Blackman. "The biggest challenge is executing the mandates of the bench coaches."

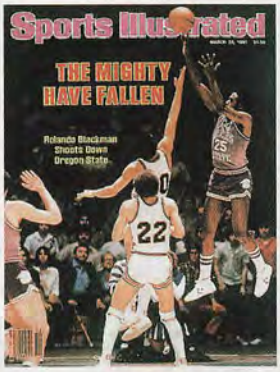
No problem there. Blackman has always been dependable on the court. As a senior at Kansas State he hit a 17-footer with two seconds left to beat No. 2–ranked Oregon State in the second round of the 1981 NCAA tournament *(cover, left)*, a play still referred to by Wildcats fans as the Shot.

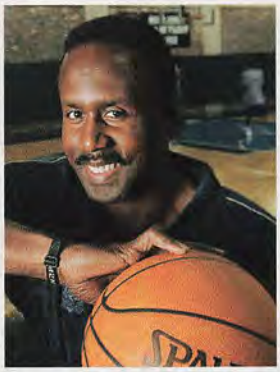
Drafted at No. 9 later that year by the Mavericks, Blackman developed into one of the best perimeter shooters of his era. The Panama City, Panama, native helped lead Dallas to six playoff appearances in his 11 years with the club. He established franchise records of 6,487 field goals and 16,643 points that still stand. Blackman spent his final two NBA seasons with the Knicks but was hampered by a herniated disk, then he played two years in Europe before calling it quits.

Soon after returning to the U.S., Blackman reenrolled at Kansas State and completed the 12 hours he needed to get a B.S. in marketing and sociology. He had planned to explore jobs in that field, but the chance to do TV commentary was too good to pass up—as was the option to work for Dallas again. Blackman, 45, who has four children from his first marriage (Valerie, 21; Brittany, 19; Briana, 15; and Vernell, 13), married his second wife, Laura, in June.

Working in player development keeps his body in shape and his competitive juices flowing. "I can still bust a jumper in your eye," the 6' 6" Blackman tells the younger players. "I have a good 10 minutes in me any day." —*Farrell Evans*

> The Mavericks' alltime leading scorer now doubles as their player development director and TV analyst.





MR. OUTSIDE Blackman's shooting made him a K-State hero.

PETER READ MILLER (COVER); DARREN CARROLL

Get back to mischief.

VIAGRA®
(sildenafil citrate) tablets

Compliments of VIAGRA:
the erectile dysfunction treatment that started it all.

- VIAGRA works fast* and provides reliably rigid erections.†
- 96% of men were satisfied with how well VIAGRA worked in a 4-year, open-label study.

Thanks to VIAGRA, you're back...which means making love is better for you and your partner.†

Ask your doctor if VIAGRA is right for you.

VIAGRA is prescribed to treat erectile dysfunction. We know that no medicine is for everyone. If you use nitrate drugs, often used for chest pain (known as angina), don't take VIAGRA. Taking these drugs together could cause your blood pressure to drop to an unsafe level.

The most common side effects of VIAGRA are headache, facial flushing, and upset stomach. Less common are bluish or blurred vision, or being sensitive to light. These may occur for a brief time. Remember to protect yourself and your partner from sexually transmitted diseases.

Talk with your doctor first. Make sure you are healthy enough to have sex. If you have chest pain, nausea, or other discomforts during sex, seek medical help right away. The same is true if you have an erection that lasts more than 4 hours. Call for help at once.

VIAGRA is covered under most Managed Care Plans.

* For some men, in as quickly as 10 minutes; for most, in under a half hour (statistical significance at 14 minutes). In this study, VIAGRA responders, given 100 mg 2 hours after eating, were timed to see how fast they got an erection that enabled them to have sex.

† Data on file. Pfizer Inc., New York, NY

Please see our patient summary of information for VIAGRA (25 mg, 50 mg, 100 mg) tablets on the following page.

To learn more, visit viagra.com or call 1-888-4VIAGRA

VIAGRA (sildenafil citrate) tablets

Not all medications are for everyone.
Pfizer reminds you
to consult with your physician.

Pfizer U.S. Pharmaceuticals

Get back to mischief is a trademark of Pfizer Inc.

VG214394A © 2004 Pfizer Inc. All rights reserved.

PATIENT SUMMARY OF INFORMATION ABOUT VIAGRA®

(sildenafil citrate) tablets

This summary contains important information about VIAGRA®. It is not meant to take the place of your doctor's instructions. Read this information carefully before you start taking VIAGRA. Ask your doctor or pharmacist if you do not understand any of this information or if you want to know more about VIAGRA.

This medicine can help many men when it is used as prescribed by their doctors. However, VIAGRA is not for everyone. It is intended for use only by men who have a condition called erectile dysfunction. **VIAGRA must never be used by men who are taking medicines that contain nitrates of any kind, at any time. This includes nitroglycerin. If you take VIAGRA with any nitrate medicine your blood pressure could suddenly drop to an unsafe or life threatening level.**

• What Is VIAGRA?

VIAGRA is a pill used to treat erectile dysfunction (impotence) in men. It can help many men who have erectile dysfunction get and keep an erection when they become sexually excited (stimulated).

You will not get an erection just by taking this medicine. VIAGRA helps a man with erectile dysfunction get an erection only when he is sexually excited.

• How Sex Affects the Body

When a man is sexually excited, the penis rapidly fills with more blood than usual. The penis then expands and hardens. This is called an erection. After the man is done having sex, this extra blood flows out of the penis back into the body. The erection goes away. If an erection lasts for a long time (more than 6 hours), it can permanently damage your penis. You should call a doctor immediately if you ever have a prolonged erection that lasts more than 4 hours.

Some conditions and medicines interfere with this natural erection process. The penis cannot fill with enough blood. The man cannot have an erection. This is called erectile dysfunction if it becomes a frequent problem.

During sex, your heart works harder. Therefore sexual activity may not be advisable for people who have heart problems. Before you start any treatment for erectile dysfunction, ask your doctor if your heart is healthy enough to handle the extra strain of having sex. If you have chest pains, dizziness or nausea during sex, stop having sex and immediately tell your doctor you have had this problem.

• How VIAGRA Works

VIAGRA enables many men with erectile dysfunction to respond to sexual stimulation. When a man is sexually excited, VIAGRA helps the penis fill with enough blood to cause an erection. After sex is over, the erection goes away.

• VIAGRA Is Not for Everyone

As noted above (*How Sex Affects the Body*), ask your doctor if your heart is healthy enough for sexual activity.

If you take any medicines that contain nitrates – either regularly or as needed – you should never take VIAGRA. If you take VIAGRA with any nitrate medicine or recreational drug containing nitrates, your blood pressure could suddenly drop to an unsafe level. You could get dizzy, faint, or even have a heart attack or stroke. Nitrates are found in many prescription medicines that are used to treat angina (chest pain due to heart disease) such as:

- nitroglycerin (sprays, ointments, skin patches or pastes, and tablets that are swallowed or dissolved in the mouth)
- isosorbide mononitrate and isosorbide dinitrate (tablets that are swallowed, chewed, or dissolved in the mouth)

Nitrates are also found in recreational drugs such as amyl nitrate or nitrite ("poppers"). If you are not sure if any of your medicines contain nitrates, or if you do not understand what nitrates are, ask your doctor or pharmacist.

VIAGRA is only for patients with erectile dysfunction. VIAGRA is not for newborns, children, or women. Do not let anyone else take your VIAGRA. VIAGRA must be used only under a doctor's supervision.

• What VIAGRA Does Not Do

- VIAGRA does not cure erectile dysfunction. It is a treatment for erectile dysfunction.
- VIAGRA does not protect you or your partner from getting sexually transmitted diseases, including HIV — the virus that causes AIDS.
- VIAGRA is not a hormone or an aphrodisiac.

• What To Tell Your Doctor Before You Begin VIAGRA

Only your doctor can decide if VIAGRA is right for you. VIAGRA can cause mild, temporary lowering of your blood pressure. You will need to have a thorough medical exam to diagnose your erectile dysfunction and to find out if you can safely take VIAGRA alone or with your other medicines. Your doctor should determine if your heart is healthy enough to handle the extra strain of having sex.

Be sure to tell your doctor if you:

- have ever had any heart problems (e.g., angina, chest pain, heart failure, irregular heart beats, heart attack or narrowing of the aortic valve)
- have ever had a stroke
- have low or high blood pressure
- have a rare inherited eye disease called retinitis pigmentosa
- have ever had any kidney problems
- have ever had any liver problems
- have ever had any blood problems, including sickle cell anemia or leukemia
- are allergic to sildenafil or any of the other ingredients of VIAGRA tablets
- have a deformed penis, Peyronie's disease, or ever had an erection that lasted more than 4 hours
- have stomach ulcers or any types of bleeding problems
- are taking any other medicines

• VIAGRA and Other Medicines

Some medicines can change the way VIAGRA works. Tell your doctor about **any medicines** you are taking. Do not start or stop taking any medicines before checking with your doctor or pharmacist. This includes prescription and nonprescription medicines or remedies:

- Remember, VIAGRA should never be used with medicines that contain nitrates (see *VIAGRA Is Not for Everyone*).
- If you are taking alpha-blocker therapy for the treatment of high blood pressure or prostate problems, you should not take a dose of greater than 25 mg of VIAGRA at the same time (within 4 hours) as you take your dose of alpha-blocker.
- If you are taking a protease inhibitor, your dose may be adjusted (please see *Finding the Right Dose for You*).
- VIAGRA should not be used with any other medical treatments that cause erections. These treatments include pills, medicines that are injected or inserted into the penis, implants or vacuum pumps.

• Finding the Right Dose for You

VIAGRA comes in different doses (25 mg, 50 mg and 100 mg). If you do not get the results you expect, talk with your doctor. You and your doctor can determine the dose that works best for you.

- Do not take more VIAGRA than your doctor prescribes.
- If you think you need a larger dose of VIAGRA, check with your doctor.
- VIAGRA should not be taken more than once a day.

If you are older than age 65, or have serious liver or kidney problems, your doctor may start you at the lowest dose (25 mg) of VIAGRA. If you are taking protease inhibitors, such as for the treatment of HIV, your doctor may recommend a 25 mg dose and may limit you to a maximum single dose of 25 mg of VIAGRA in a 48 hour period. If you are taking alpha-blocker therapy, you should not take a dose of greater than 25 mg of VIAGRA at the same time (within 4 hours) as your dose of alpha-blocker.

• How To Take VIAGRA

Take VIAGRA about one hour before you plan to have sex. Beginning in about 30 minutes and for up to 4 hours, VIAGRA can help you get an erection if you are sexually excited. If you take VIAGRA after a high-fat meal (such as a cheeseburger and french fries), the medicine may take a little longer to start working. VIAGRA can help you get an erection when you are sexually excited. You will not get an erection just by taking the pill.

• Possible Side Effects

Like all medicines, VIAGRA can cause some side effects. These effects are usually mild to moderate and usually don't last longer than a few hours. Some of these side effects are more likely to occur with higher doses. The most common side effects of VIAGRA are headache, flushing of the face, and upset stomach. Less common side effects that may occur are temporary changes in color vision (such as trouble telling the difference between blue and green objects or having a blue color tinge to them), eyes being more sensitive to light, or blurred vision.

In rare instances, men have reported an erection that lasts many hours. You should call a doctor immediately if you ever have an erection that lasts more than 4 hours. If not treated right away, permanent damage to your penis could occur (see *How Sex Affects the Body*).

Heart attack, stroke, irregular heart beats, and death have been reported rarely in men taking VIAGRA. Most, but not all, of these men had heart problems before taking this medicine. It is not possible to determine whether these events were directly related to VIAGRA.

VIAGRA may cause other side effects besides those listed on this sheet. If you want more information or develop any side effects or symptoms you are concerned about, call your doctor.

• Accidental Overdose

In case of accidental overdose, call your doctor right away.

• Storing VIAGRA

Keep VIAGRA out of the reach of children. Keep VIAGRA in its original container. Store at 25°C (77°F); excursions permitted to 15-30°C (59-86°F) [see USP Controlled Room Temperature].

• For More Information on VIAGRA

VIAGRA is a prescription medicine used to treat erectile dysfunction. Only your doctor can decide if it is right for you. This sheet is only a summary. If you have any questions or want more information about VIAGRA, talk with your doctor or pharmacist, visit www.viagra.com, or call 1-888-4VIAGRA.

Pfizer

VG214394A

©2004 Pfizer Inc.

September 2002

Founder: Henry R. Luce 1898-1967
Editor-in-Chief: Norman Pearlstine **Editorial Director:** John Huey
Corporate Editor: Isolde Motley

Chairman, CEO: Ann S. Moore
Executive Vice Presidents: Richard Atkinson, Jack Haire, Michael J. Klingensmith, Nora P. McAniff, John Squires

Sports Illustrated

Managing Editor: Terry McDonell
Deputy Managing Editor: David Bauer
Executive Editors: Michael Bevans, Rob Fleder, Charlie Leerhsen
Assistant Managing Editors: Roy S. Johnson (SPECIAL PROJECTS), Craig Neff, Sandra Wright Rosenbush
Editor-at-Large: Karl Taro Greenfeld
Creative Director: Steven Hoffman
Director of Photography: Steve Fine
Managing Editor, SI.com: Paul Fichtenbaum
Golf Plus Editor: James P. Herre
Senior Editors: Larry Burke, Bobby Clay, Richard Demak, Dick Friedman, Mark Godich, Hank Hersch, Christopher Hunt (ARTICLES), Stefanie Kaufman (OPERATIONS), Gregory Kelly, Kostya P. Kennedy, Mark Mravic, Richard O'Brien, Bob Roe, Christian Stone
Art Director: Edward P. Truscio
Art Director, SI Presents: Craig Gartner
Copy Chief: Gabe Miller
Director of Technology: Anne P. Jackley
Director of Operations: Robert Kanell
Deputy Art Directors: Stevan Charny, Christopher Hercik, Linda Root
Deputy Golf Plus Editor: Jim Gorant
Edit Finance Manager: Brian Clavell
Senior Contributing Writer: Frank Deford
Senior Writers: Kelli Anderson, Michael Bamberger, Michael Farber, John Garrity, Richard Hoffer, Peter King, Tim Layden, Franz Lidz, Jack McCallum, J. Austin Murphy, S.L. Price, Rick Reilly, Steve Rushin, Alan Shipnuck, Michael Silver, Gary Smith, E.M. Swift, Phil Taylor, Ian Thomsen, Gary Van Sickle, Tom Verducci, Grant Wahl, L. Jon Wertheim, Alexander Wolff, Paul Zimmerman
Associate Editors: Mark Bechtel, Richard Deitsch, Lester Munson, David Sabino (STATISTICS), B.J. Schecter, Don Yaeger
Staff Writers: Lars Anderson, Chris Ballard, Stephen Cannella, Brian Cazeneuve, Jeffri Chadiha, Seth Davis, George Dohrmann, Josh Elliott, Daniel G. Habib, Kelley King
Photography Editor: James K. Colton
Deputy Photography Editors: Maureen Cavanagh, George G. Washington
Photography: Nina Prado (OPERATIONS MANAGER); Porter Binks, Miriam Marseu, Marguerite Schropp Lucarelli, Jeffrey Weig (ASSOCIATE EDITORS); Linda Bonenfant, Claire Bourgeois, Heather Brown, Don Delliquanti, Nate Gordon, Kari Stein (ASSISTANT EDITORS); Beth A. Dalatri (TRAFFIC); Daniel Jimenez, Mel Levine, Carlos Miguel Saavedra
Senior Staff Photographer, Special Projects: Heinz Kluetmeier
Photographers: Robert Beck, John Biever, Simon Bruty, Bill Eppridge, Bill Frakes, John Iacono, Walter Iooss Jr., Lynn Johnson, David E. Klutho, Bob Martin, John W. McDonough, Manny Millan, Peter Read Miller, Bob Rosato, Jeffery A. Salter, Chuck Solomon, Damian Strohmeyer, Al Tielemans
Deputy Chief of Reporters: Lawrence Mondi
Writer-Reporters: Trisha Lucey Blackmar (DEPUTY, SPECIAL PROJECTS); Mark Beech, Albert Chen, Rick Lipsey, Luis Fernando Llosa, Gene Menez, Melissa Segura, Bill Syken, Andrea Woo, Yi-Wyn Yen
Reporters: Connie Aitcheson, Kelvin C. Bias, Farrell Evans, Linda-Ann Marsch, Julia Morrill, Elizabeth Newman, John O'Keefe, Damian F. Slattery
Art Department: Joanna Farrimond, Catherine Gillespie, Eric Marquard, Karen Meneghin, Jodi L. Napolitani (ASSOCIATE DIRECTORS); Nell Jamieson (ASSISTANT DIRECTOR); Judie F. King (DESIGNER); Kim Impastato (ASSISTANT)
Copy Desk: Pamela Ann Roberts (DEPUTY, SPECIAL PROJECTS); Richard McAdams, Pearl Amy Sverdlin (DEPUTIES); Rich Donnelly, Robert G. Dunn, Jill Jaroff, A. Dexis Johnston, Kevin Kerr, Katherine Pradt, Nancy Ramsey, Anthony Scheitinger, John M. Shostrom (COPY EDITORS); Bryan Byers, Helen Wilson (EDITORIAL ASSISTANTS); Robert Emrich, Brenda D. Le Maitre (COPY ASSISTANTS)
Technology: Phillip Jache, Heloisa Zero (DEPUTIES); Alvin Lee, Samuel Greenfield (MANAGERS); David Matinho (ASSISTANT MANAGER); John Arbucci, Michael Klaer (SENIOR SYSTEMS ADMINISTRATORS); James Anderson, Joseph Babich, Jeffrey Cecilio, Ginny Gilroy, Karen Musmanno, Hee Poon, Josset Rawle, Ronald Taylor, Mike Wolf
Operations: Karen Dunn (DIRECTOR, FINANCE); Luisa Durante, Kerith Foley, Nicole Indri, Lora Toussaint (MANAGERS); Edson Atwood, Rebecca Austin, Erin Clark, Don Stone (ASSISTANT MANAGERS); Tyler Bentley, Tracy Carolonza, Mitch Getz, Keith Kamel, Nicole Marousek, Minhchau Nguyen, Ari Ratner, Justin Sluder, Simon Yang
Imaging: Geoffrey A. Michaud (DIRECTOR); Robert M. Thompson (MANAGER); Ted Menzies (MANAGER, PICTURE COLLECTION); Dan Larkin, Mary Morel (ASSISTANT MANAGERS); Robert J. Eckstein, William Y. Lew, Brian Mai, Charles Maxwell, Annmarie Modugno-Avila, Lorenzo P. Pace, Clara Renauro, Donald Schaedtler, Hai Tan, Sandra Vallejos, William Von Gonten
News Bureau: Douglas F. Goodman (MANAGER); Angel Reyes (DEPUTY); Alex Blanco
Library: Joy Birdsong (MANAGER); Natasha Simon, Helen Stauder, Linda Ann Wachtel
Special Contributors: Walter Bingham, Robert H. Boyle, John Ed Bradley, Robert W. Creamer, Martin F. Dardis, Ron Fimrite, Jerry Kirshenbaum, Neil Leifer, Jeff MacGregor, Pierre McGuire, Merrell Noden, Bill Scheft, John Schulian
SI.com: Aimee Crawford, Adam Levine (ASSISTANT MANAGING EDITORS); Dan George (SUPERVISING PRODUCER); B. Duane Cross, Jeff Green, Ryan Hunt (SENIOR PRODUCERS); Jennifer Cooper, Paul Forrester, Jacob Luft, Kristin Morse, Andrew Perloff, James Quintong, Jimmy Traina, Luke Winn (PRODUCERS); Don Banks, Marty Burns, John Donovan, Mike Fish (SENIOR WRITERS); Stewart Mandel, Pete McEntegart (STAFF WRITERS); Chris Heine (DESIGN DIRECTOR); Randall Grant (SENIOR MULTIMEDIA DESIGNER); Luis Malave (PHOTO PRODUCER); Jeff Diecks (DIRECTOR, OPERATIONS); Paul Henshaw (PRODUCTION EDITOR); Mike McLeod (PROJECT MANAGER)
Administration: Joan Rosinsky, Jim Clements, Barbara Fox, Elizabeth Surgil, Sarah Thurmond
Editorial Business Office: Julee Luu (DEPUTY); Lena Elguindi (ASSISTANT FINANCIAL MANAGER); Della Donovan, Patricia Emptage, Caroline Seo
Letters: Linda Verigan (DIRECTOR); Liz Greco, Margaret Terry

President: John Squires
Publisher: David S. Morris
Vice President, General Manager: Oliver Knowlton
Vice President, Communications: Art Berke
Consumer Marketing Director: Jonathan Shar
Vice President, Chief Marketing Officer: Jeff Price
Associate Publisher: Richard A. Raskopf
Publishing Director Golf Plus, SIOC, SI Presents: John Rodenburg
Financial Director: Susan Roberson
President, SI.com: Gordon N. McLeod
Legal: Judith R. Margolin

Time Inc.
Development Editor: Susan Casey
Editors-at-Large: Donald L. Barlett, Angelo Figueroa, James B. Steele
Editorial Technology: Paul Zazzera (CHIEF INFORMATION OFFICER); Scott Haglund, Mitchell Klaif (VICE PRESIDENTS); Bob Alpaugh, Agatha Cutrone, Renee Guttmann Stark (SR. DIRECTORS)

Ads Nauseam

by Steve Rushin

IN AMERICA last year, more newborns were named Armani (518) than Ann (494). The number of infants called Lexus and Mercedes (1,206) exceeded the number called Nancy (1,168). More girls were christened Cristal (476), as in the high-end champagne, than Barbara (427). And we welcomed fewer Jimmys (1,129) than we did Kobes (1,203), in homage to the Laker who himself was named for the world's most expensive beef. If you don't believe me, just ask the U.S. Social Security Administration, which keeps these statistics. Instead of aspiring to the lap of luxury, parents are putting luxury in their laps.

Consumers have proudly posted photos on the Internet of their corporate-logo tattoos—permanent ads for Apple, Campagnolo and Volkswagen. The body of X Games legend Shaun Palmer is festooned with Cadillac logos. English footballer Robbie Savage has an Armani logo on one arm. Branding, once an empty corporate buzzword, has taken on a new, and literal, meaning.

Should our growing legions of Armanis, Lexuses and Cristals go on to attend the Alice Costello Elementary School in Brooklawn, N.J., they will assemble in what was formerly the school gym but is now the ShopRite of Brooklawn Center, since a local supermarket owner bought naming rights to the kickball coliseum for $100,000. The Vernon Hills (Ill.) High School Cougars play football on Rust-Oleum Field. Everglades High plays football in Eastern Financial Stadium.

"American children already suffer from an epidemic of advertising-related illnesses, from obesity to type 2 diabetes," says Gary Ruskin, executive director of Commercial Alert, a nonprofit watchdog organization. "This 'ad creep'—the continuous infiltration of advertising into every nook and cranny of our culture—is assaultive and leaves many of us seeking sanctuary. Some of those places, like ball games, no longer *are* sanctuaries."

And you thought *ad creep* was the name of the guy who made Fox reporter Chris Myers "interview" Leon—the guy from the Budweiser commercials—during a World Series at bat.

Like flood victims with buckets, sports fans futilely try to stem the rising Tide—and Cheer and Bold—washing up at our doorsteps. Stripped of the last subatomic particle of their dignity, the storied San Francisco 49ers now play in something called Monster Park, named for the cables and power-products company that won the naming rights to the former Candlestick Park in September. (One of the losing bidders was Virgin USA, depriving us, presumably, of Virgin Field at Candlestick Point, a phrase ripped from a Harlequin romance.)

And yet, "sports is one area where we're actually winning significant victories," claims Ruskin. On Tuesday, San Franciscans were set to vote on Proposition H. Like *Preparation* H, it seeks to alleviate a persistent pain in the *tochis*, in this case by stamping out corporate stadium names. The ballot measure is an ordinance that would make Candlestick Park the permanent designation of the taxpayer-built stadium on Candlestick Point, though the city attorney thinks the measure would be unenforceable.

Last week, two days after announcing that the Michigan–Ohio State football game should this year and next be called the SBC Michigan–Ohio State Classic, the schools acquiesced to angry alumni and abandoned their craven scheme. But Oklahoma and Texas will continue to play their annual SBC Red River Shootout.

For one glorious year, *The Denver Post* declined to use the official name of the Broncos' taxpayer-financed stadium—Invesco Field at Mile High—and instead referred to the place as Mile High. The Denver tavern owner who cofounded Friends of Mile High, a group that sought to preserve that beloved stadium name, lost the battle but became so popular in fighting it that he is now the honorable John W. Hickenlooper, mayor.

> Proposition H, like Preparation H, aimed to alleviate a persistent pain in the *tochis*, in this case corporate stadium names.

But we're still subject to ads infinitum. Every day sports fans are livin' Levitra loca. The Wizmark Interactive Urinal Communicator is a small deodorizing disk that barks out an advertising pitch when peed on, something that even Carrot Top won't do. And so sports fans have seen their last remaining sanctuary colonized.

After an avalanche of negative publicity, Major League Baseball abandoned its plan to put *Spider-Man 2* ads on its bases in June. But MLB has since ignored the wisdom of Spider-Man's Uncle Ben, who said, "With great power comes great responsibility."

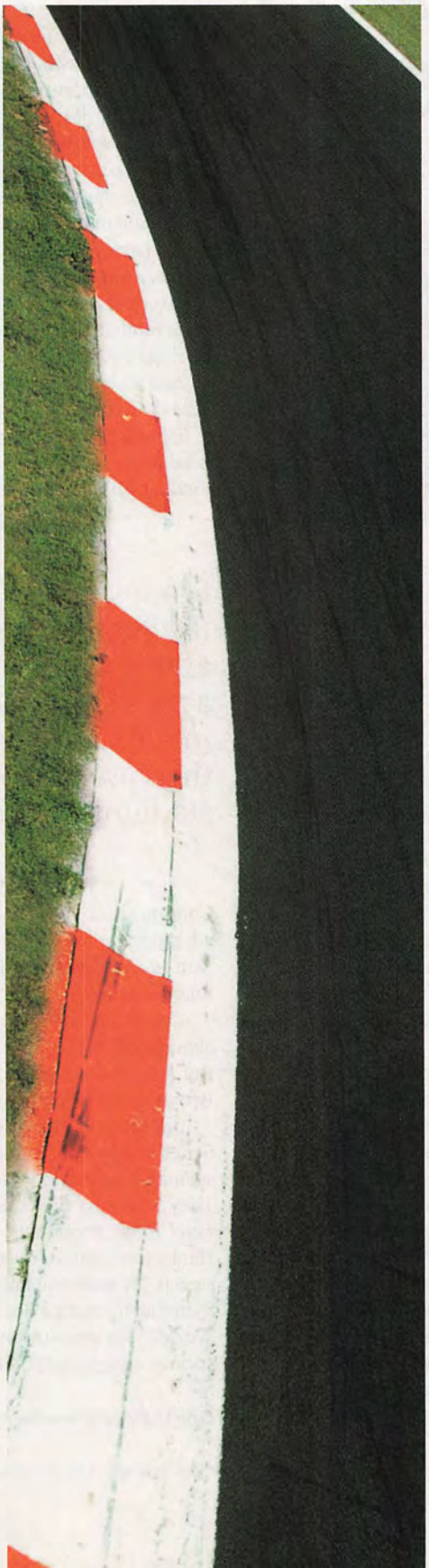
And so, right after the Boston Red Sox won their first World Series in 86 years, Jimmy Fallon and Drew Barrymore could be seen making out in the middle of the Sox' on-field celebration. They were shooting a new ending to their forthcoming movie, *Fever Pitch*. Previously, an animated graphic advertising Tom Hanks's new movie, *The Polar Express*, had choo-chooed across the screen. We were watching the Bank of America Postgame Show.

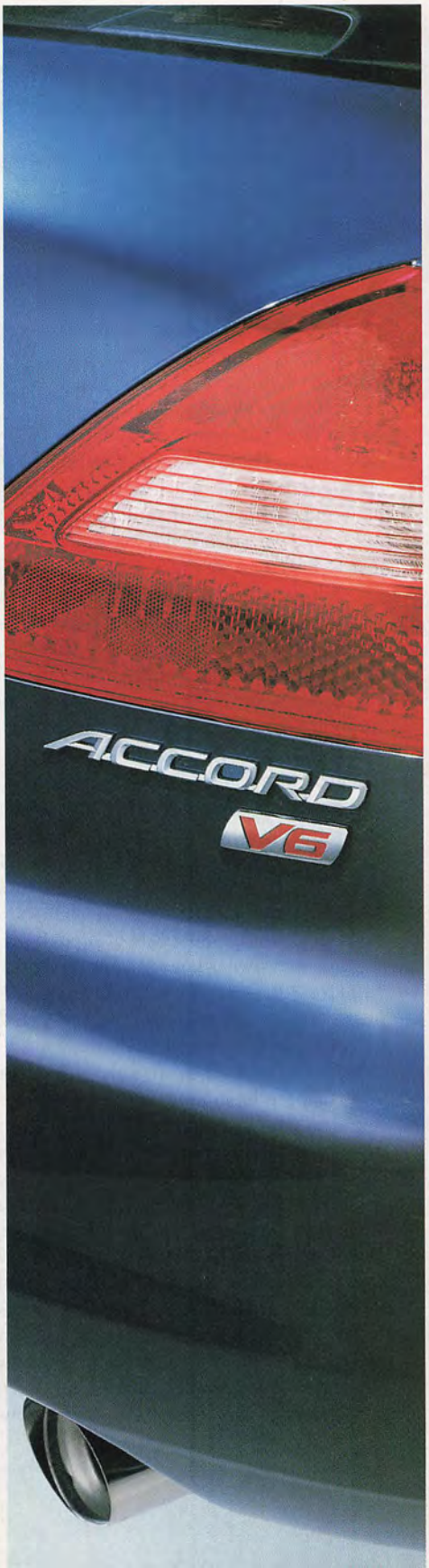
In that moment a Sox pitcher shouted, "We're going to Disney World!" He was simply doing what his surname—and all of society—suggested: Shilling. □

For a collection of Steve Rushin's columns, go to **si.com/writers.**

SIMON BRUTY

Five gears to meet your expectations.





And a sixth to pass them.

All the power of a 240-horsepower V-6 engine. All the performance of VTEC® technology. All the reliability of a 105,000-mile tune-up*. All the environmental dedication of a Low-Emission Vehicle. All this. And, it's available with a responsive 6-speed manual transmission. Surely, you didn't expect anything less.

HONDA

The 6-speed Accord Coupe

*Does not apply to fluid and filter changes.

honda.com 1-800-33-Honda ©2004 American Honda Motor Co., Inc.

Sports Illustrated

Edited by
MARK BECHTEL AND
STEPHEN CANNELLA

"In '54 Dizzy Dean predicted Avila

Scorec

Gator Bait

After getting rid of Ron Zook, Florida fans would love to lure Steve Spurrier back to Gainesville. But can the ol' ball coach and the Florida faithful live happily ever after? **By Mark Beech**

IT'S BEEN two years since Steve Spurrier jilted them for the NFL, but Florida Gators loyalists—like the hapless protagonist of some chick-lit novel—are still fixated on the Visored One as the only man who can make them happy. Witness their euphoria after the university fired head coach Ron Zook on Oct. 25, a move that prompted giddy speculation about Spurrier's imminent return to Gainesville. Breathless columnists couldn't resist demanding that he be rehired on the spot. Fans blitzed the message boards at hirestevespurrier.com with a torrent of please-come-back missives. (One poster actually wrote, "I have desperately longed for you. Your flashy style, your temper tantrums, your big strong arms.") The clamor grew so loud that two days after Zook got sacked, athletic director Jeremy Foley, who had vowed to conduct a nationwide search for a successor, found himself squelching a rumor that he'd offered the job to Spurrier and given the coach 24 hours to respond.

Not much has gone right for the Gators since Spurrier made the ill-advised decision to go pro with his Fun 'n' Gun offense. Last weekend's loss to Georgia dropped Florida to 4–4, its worst record through eight games since 1986. Now in his third season, Zook has 14 losses, more than half the number Spurrier had in 12 years. Worse, Zook is winless against in-state rivals Miami and Florida State. After the Gators' 38–31 loss on Oct. 23 to a 1–5 Mississippi State team that ranked last in the country in scoring offense—"The worst loss in our entire history," one booster calls it—Zook was done. (He will, however, finish out the remainder of the season and collect $1.8 million over the next four years.)

In his short time at the school, Zook showed himself to be a first-rate recruiter, but he never found his feet as a game-day coach, perhaps because Gators backers, suspicious of his lack of head coaching experience, kept trying to take him out at the kneecaps. One day after Zook was hired, in January 2002, the website fireronzook.com was launched. Halfway through his first season, hirestevespurrier.com went up. Florida, of course, isn't the only school with Internet gadflies—Penn State's Joe Paterno has by now surely heard of joepamustgo.com, and Texas head coach Mack Brown must contend with firemackbrown.com. But trends in coach-bashing meant little to outraged Gators players, who berated their AD in a meeting Foley characterized as "hostile," and voiced their displeasure

Get a fresh version of Scorecard every weekday at **SI.com/scorecard.**

would be the next player to hit .400.

—FOR THE RECORD, PAGE 22

ard

over Zook's firing to the press. "We're the ones who [put on the show]," says free safety Jarvis Herring. "But it's all about the fans and the boosters."

It was that same element that made Spurrier's life difficult the first time around. The 1966 Heisman Trophy–winning quarterback came back to Florida in 1990 and became the big man on campus all over again. The Gators at that point had averaged just six victories a season since World War II and had never won an SEC title. Spurrier's success—six conference championships and an average of 10 wins a season—made him wildly popular, but it also spoiled the faithful. By 2002, the year he left to become coach of the Washington Redskins, Spurrier was eager to escape the weight of unrealistic expectations, the belief that anything less than an SEC title equaled disaster.

Now, after two years of frustration in the NFL and a year on the sidelines, Spurrier, who turns 60 next April, seems eager to feel the love again. Though he respectfully kept his distance during Zook's tenure, he did not dismiss the prospects of a return once the ax fell. "I'll cross that bridge if it comes to that," he told *The Orlando Sentinel* last week. "I guess there will be some discussions. We'll see what happens."

Back in Gainesville, the conventional wisdom is that Spurrier can have his old job back if he wants it. The truth is, it's hard to imagine any of the other choice candidates for the position, such as Iowa's Kirk Ferentz and Utah's Urban Meyer, getting a fair shake from Gators fans as long as Spurrier is available.

The problem is that Spurrier's old job doesn't exist anymore. Things have changed in the three years since he left for his $25 million NFL deal. The SEC is stronger from top to bottom. While the main competition for Florida's conference supremacy during the '90s came from SEC East rival Tennessee, today he would face weekly challenges from the Vols, Georgia, LSU and Auburn. Would a merely good season be good enough? "I think most fans are reasonable about their expectations," says Rex Farrior, a Bull Gator booster, who donates at least $10,000 a year to the football program. "But it depends on who you're listening to. Is it the loyal Gators boosters, or the guys who run the websites?"

Oh, yeah, the websites. Perhaps before he makes any decision the coach should check out firestevespurrier.com. The sign there says, "Under Construction."

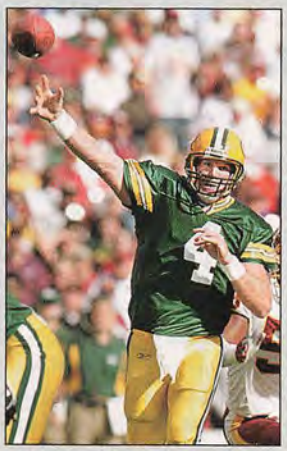
ILLUSTRATION BY STEVE BRODNER; PAUL SAKUMA/AP (FAVRE WITH WIFE); EVAN VUCCI/AP (FAVRE THROWING)

Pressing On

His wife stricken with cancer, Brett Favre has once again found a way to stay focused and play brilliantly in tough times

By Peter King

How much more anguish can Brett Favre take? In the span of 10 months his healthy-as-a-mule father, Irv, dropped dead of a heart attack at 58; his brother-in-law Casey Tynes, 24, was killed when he crashed an ATV on the Favre estate in Mississippi; and his wife, Deanna (Casey's sister), learned she had breast cancer. Favre found out about Deanna's cancer on Oct. 14, eight days after Tynes died. (Deanna underwent a lumpectomy and is expected to recover after chemotherapy.)

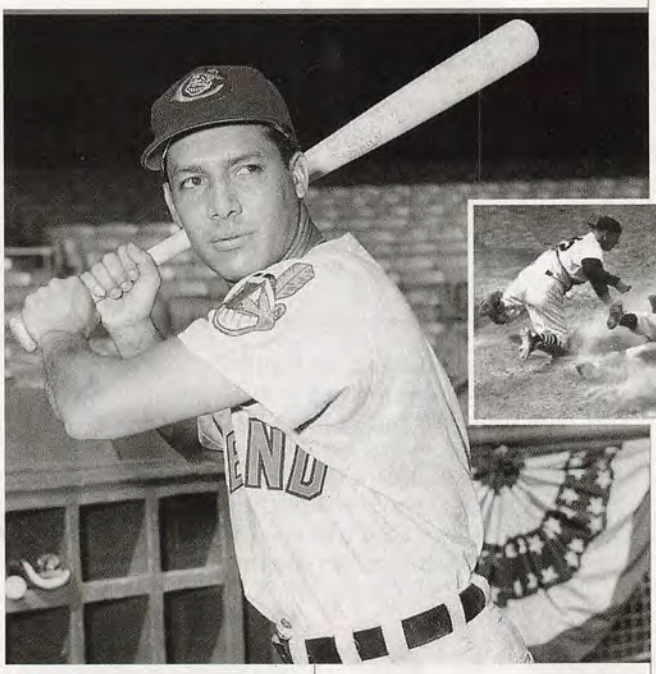


GUT CHECK Since his most recent tragedy struck, Favre and the Packers are perfect.

The record shows that when he's faced with adversity, Favre continues to perform. He won the first of his three MVP awards while addicted to a painkiller nine years ago. He threw for 399 yards 26 hours after learning of his father's death last December. And since his wife's cancer was discovered, he's piloted the reeling Packers back into the NFC playoff race, completing 68% of his throws in three wins. "I have no idea why that happens," Favre, 35, said last week. "I just know I take tremendous pride in what I do."

I can't fully explain Favre's coping mechanism, either. In 1995 SI dispatched me to Green Bay to do a story on a week in the life of a football team. I got close to Favre, spending a couple of long evenings at his home. And when he went into a rehab center the next spring for his Vicodin addiction, I thought, "I was around this guy for hours and hours, and I never knew. How could I have been deceived?" Favre told me, "No one knew, except probably Deanna. Even when it got worse and worse, I was able to hide it. Playing football—going to practice, playing the games—became the thing I looked forward to most. Playing got me through it." Last year he said he never considered not playing after the death of his father, who was his baseball and football coach growing up. He didn't have a touchy-feely upbringing in Mississippi. He was raised to not question authority, to not question God's will and, above all, to never be the one to let the team down. Irv Favre would acknowledge that athletic failure was possible, but that didn't make it acceptable. "My dad wouldn't have stood for any excuses," Favre told SI last January. "In tough times, players play."

For the Record



Died Of complications from diabetes at age 80, former Indians second baseman and Mexican national hero Bobby Avila, one of the first prominent Latin players in the major leagues and the first to win a batting title. Avila broke in with Cleveland in 1949 and spent all but one of his 11 big league seasons there, playing in three All-Star Games. In '54, when the Indians won a then AL-record 111 games and went to the World Series, he led the American League with a .341 average and finished third in the MVP balloting despite playing most of the year with a broken thumb. During that season Hall of Fame pitcher Dizzy Dean predicted Avila would be the next player to bat .400. "If I ever did hit .400," Avila remarked, "they would make me president of Mexico."

Avila did have a second career in politics, getting elected to the Mexican national legislature in 1970 and serving as mayor of his hometown of Veracruz from '76 until '79. As a kid Avila dreamed of becoming a soccer player—he was playing in a local professional league by the time he was 14—or a bullfighter. But in 1940, at age 16, he signed with Puebla of the Mexican League, and seven years later he signed with the Indians for a $17,500 bonus, no small sum at the time. Avila quickly became known as a dangerous hitter (he had a career average of .281) and a hard-nosed base runner. Indians manager Al Lopez once said Avila had "a fine swing, a sharp eye . . . and a world of confidence in himself." He was also a trailblazing force as baseball slowly came to accept diversity in the decades after World War II. "The greatest pride of my life," Avila said in 1951, "is to be a Mexican."

Ruled Incompetent to stand trial in the death of former teammate Patrick Dennehy, ex-Baylor basketball player Carlton Dotson. Last week a district judge in Texas ordered that Dotson, 22, who is charged with killing Dennehy, be sent to the North Texas State Hospital for 120 days, after which his competence will be reevaluated. (A court-appointed psychiatrist found that Dotson appeared to be experiencing hallucinations.) Dennehy's remains were found on July 26, 2003, shortly after Dotson called police from a phone in his home state of Maryland and told them he was hearing voices and needed help.

Go Figure

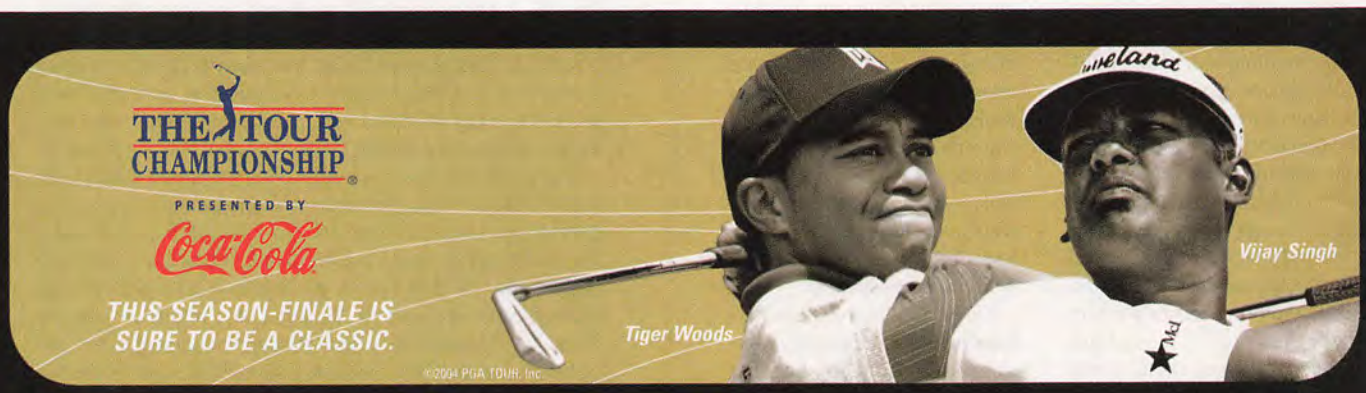
$804,129 Price Barry Bonds's 700th home run ball fetched in an online auction, which was won by an anonymous bidder with the handle Bomasterj.

26 Months in prison that Finnish Olympic ski jumping gold medalist Matti Nykanen, 41, was sentenced to for drunkenly stabbing a man in the back last summer.

700 Career wins by Boston College hockey coach Jerry York, the third NCAA coach to reach the milestone.

50 Age of legendary Brazilian midfielder Socrates, who is coming out of a 14-year retirement to play without pay for one month with Garforth Town in the lowest level of English professional soccer.

NATIONAL BASEBALL HALL OF FAME LIBRARY, COOPERSTOWN, N.Y. (AVILA); AP (AVILA SLIDING)



11:30AM ET THURSDAY & FRIDAY
12PM ET/4PM PT SATURDAY
1:30PM ET SUNDAY
Coverage starts at 12:30 PM ET on ESPN2

ESPN
abc SPORTS

For live scoring, visit PGATOUR.COM

PGA TOUR
These Guys are Good.

Arrested On misdemeanor counts of disorderly conduct and resisting a public officer, NASCAR driver Jimmy Spencer, whose feisty nature endeared him to fans and earned him the nickname Mr. Excitement. Hours after finding out that his friend Rick Hendrick, the owner of Hendrick Motorsports, had lost his son Ricky in a plane crash, Spencer allegedly interfered with officers who were serving a warrant on his 18-year-old son, who was accused of pouring paint on two cars. Three days later, on Oct. 27, Morgan McClure Motorsports fired Spencer, which could signal the end of his Nextel Cup career. Spencer hasn't won a race since 1994, and his best finish this season is 22nd.

Revealed By Chamique Holdsclaw, that depression was the reason for her midseason departure from the Washington Mystics. The WNBA's second-leading scorer in 2003, who left the team in July, last week revealed in an interview with *The Washington Post* that she had been suffering from depression for a year. "[People] just don't realize how it can take over your mind," said Holdsclaw *(above)*, 27, who grew so alienated from her friends and family after leaving the team that she changed her cellphone number to avoid them. She recently returned to her hometown of New York City, where she continues to see a psychiatrist, and she plans to play overseas to gauge her desire to continue to play professionally.

Dismissed By a federal judge, a sexual-harassment lawsuit filed against North Carolina women's soccer coach Anson Dorrance by one of his former players. In 1998 Melissa Jennings, a reserve goalkeeper for the Tar Heels, and Debbie Keller Hill, the national player of the year in 1996, filed suit alleging that Dorrance harassed them by, among other things, asking questions about their sexual activity. Hill settled last March, when she received a $70,000 payment from the school and Dorrance agreed to write a letter of apology and attend an annual sensitivity training course. A jury was to hear Jennings's case this week, but on Oct. 27, in Greensboro, N.C., Judge N. Carlton Tilley Jr. ruled that Dorrance's behavior, "While inappropriate . . . was not severe, pervasive and objectively offensive." Dorrance, who has won 18 national titles at UNC since 1981 and again has the nation's top-ranked team (16-0-1) this season, said, "I apologized before for making some inappropriate comments, but none of them reached the levels that were claimed in this case."

Reduced By Alameda County prosecutors, the charge faced by Rangers reliever Frank Francisco for throwing a chair into the stands during a game against the A's on Sept. 13, breaking a woman's nose. Francisco, who was being heckled by fans, will face a misdemeanor assault charge rather than a felony. "He has no record. He threw a plastic chair. It's not a gun. It's not a knife," said Alameda County senior deputy district attorney Norbert Chu. Francisco, who pleaded not guilty, faces a maximum of one year in county jail and three years probation.

Resigned After nine seasons as Astros general manager, Gerry Hunsicker. During his tenure Houston, relying largely on homegrown talent, won four division titles, and this year the Astros won their first postseason series. "I will look with pride at what we have accomplished," said Hunsicker, who was said to be a candidate for the Mets G.M. vacancy last winter. He will be replaced by Tim Purpura, the team's director of player development, but will remain a consultant.

Accused Of passing counterfeit in-house currency to dancers at a strip club, Lydell Ross, Ohio State's leading rusher. Hours after running 10 times for no yards in a 33–7 loss to Iowa on Oct. 16, the senior allegedly passed five fake $10 "Platinum Bills" at the Pure Platinum club in Columbus. He was suspended for Ohio State's Oct. 23 game against Indiana by Buckeyes coach Jim Tressel, who last week made public the reason for the suspension (use of counterfeit scrip, not being at the club). Tressel said Ross would remain on the sidelines until the police finished investigating the matter, and Ross didn't play last Saturday against Penn State. (Ross claims he was given the bills but hasn't said by whom.) "People make mistakes," said Buckeyes quarterback Troy Smith. "I'm not going to hold it against him because of one mistake that he possibly made."

Course Management

The Tour de France has again tweaked its route to slow the defending champ

THE COURSE for next July's Tour de France was unveiled last week, and—here's a shock—it appears to have been designed with Lance Armstrong in mind! The mountaintop finishes are less severe than they were last summer, when Armstrong *(right)* won his sixth Tour. The time trials, another of his strengths, are shorter. Friends of Lance to Tour directors: *J'accuse!*

But can you blame the race grandees? During one week in July—on a course that many U.S. cycling fans suspected had been Lance-proofed (this has become an annual exercise)—Big Tex won five of seven stages, turning the Tour into the second half of a bad Super Bowl. Organizers aren't trying to screw the guy so much as they are desperately trying to hold people's attention for three weeks.

Interestingly, Armstrong has yet to commit to next year's Tour. There was talk that he'd bag it in favor of the Giro d'Italia, whose new director is an old friend, but Armstrong recently told SI that plan is out. The director of Armstrong's new Discovery Channel team put the odds that his star would ride in France at 50-50. The French must feel conflicted about this. Yes, his absence would deprive the Tour of the sport's greatest athlete. It would also, at long last, give someone else a chance. —*Austin Murphy*

CHRIS BERNACCHI/SPORTPICS (ROSS); GERO BRELOER/EPA/SIPA (ARMSTRONG); VICTOR BALDIZON/WNBAE/GETTY IMAGES (HOLDSCLAW)

The Show

By Bill Scheft

GOOD TO BE HERE. Just got back from the parade. I can't tell you what a thrill it was to be with three million Red Sox fans listening attentively for the other shoe to drop.

Nomar Garciaparra voted a full Series share Don't get excited, the Red Sox also voted one to the 28-inch actor Pedro Martinez keeps by his locker.

Curt Schilling's contract called for a $2 million bonus if the Sox won the World Series. That works out to $667,000 a suture.

Free-agent-to-be Derek Lowe became the first pitcher to win three series-clinching games in a single postseason. The only way Lowe could have made more money on Fox would have been by winning *The Rebel Billionaire*.

The Cardinals hit .190 for the Series. Let's be honest. That little AOL guy got better hacks.

The Series was over so quickly, Tony La Russa didn't even get to double-switch his hotel room.

Steelers end Pats' winning streak 34–20 O.K., so the other shoe was a cleat. . . .

FedEx Field has expanded to 91,665 seats. The Redskins had to handle all the overflow NASCAR fans who come out hoping to see a crash involving Joe Gibbs and Dan Snyder.

And a new Hooters restaurant was added to the club level at FedEx Field. It's a real Redskins Hooters: All the waitresses are well over the cup limit.

Dolphins receiver David Boston, who's out for the season, was arrested last week at a Vermont airport after he allegedly assaulted a 59-year-old gate agent. I have a question: Can you get andro at a duty-free shop?

The NFL may not renew its contract with Madison Square Garden to host the draft. It's looking for a bigger venue, like Mel Kiper Jr.'s mousse warehouse.

NBA unlocks-out regular season The Heat will play on national TV 24 times this season. (That sound you hear is the *Queer Eye* guys rushing to Stan Van Gundy's house.)

Shaquille O'Neal plans to join the Miami Beach police department as a $1 a year volunteer. Shaq will head up his own crack investigative division, Thong Patrol.

Ohio State–Michigan backs out of naming-rights deal with SBC for annual football classic SBC was going to pay $1 million for the Ohio State–Michigan game for the next two years. Damn. Art Schlichter had the over at 2½.

NCAA president Myles Brand applauded the decision to back out. Too bad. I was hoping that for the right price, he'd be Myles (Your) Brand (Here)?

Elsewhere Georgia beat Florida 31–24. I had to turn this in before Election Day. Just wondering: Were Florida voters able to get the "Deport Ron Zook" referendum on the ballot in time?

North Carolina shocked unbeaten Miami. Before this season the only experience most Miami football players had with the ACC was with the word *accessory*.

Paris Hilton seen with Mark Philippoussis, then Andy Roddick Makes sense. She dumped Philippoussis for a guy who could perform well on all surfaces.

Mets pitcher John Franco questioned over tickets he provided to the Bonanno crime family in early '90s That's more than 10 years ago. I guess the feds can talk to him under the Rico Brogna statutes.

My time is up. You've been great. Enjoy The Electras.

Bill Scheft prevented a last-minute pro-choice demonstration at the Breeders' Cup.

Q+A

Woody Harrelson

The 43-year-old actor plays an FBI agent in *After the Sunset*, which opens on Nov. 12

SI: You've been in *Wildcats, White Men Can't Jump* and *To the Bone*. What makes a good sports movie?

Harrelson: You have to have a balance between the sport and what's going in the character's life. Too much of one or the other can sink a sports film.

SI: You also costarred in *Kingpin (below)*. What are the ingredients for a great bowling movie?

Harrelson: Well, it helps to have the Farrelly Brothers.

SI: Ron Shelton, who directed you in *White Men Can't Jump*, told SI that when it comes to basketball, you're a slow white guy who knows how to play the game. Is that an accurate scouting report?

Harrelson: I am sneaky slow, but I do love the game. I still play as much as I can.

SI: After *White Men* everyone on the court must have wanted a piece of you, right?

Harrelson: That was the worst thing about the movie for me. Every time I went to play, the expectation was so high, I couldn't handle the pressure. I'd play terrible. I wasn't in the zone, as [his character] Billy Hoyle would say.

SI: What's your take on athletes who smoke marijuana?

Harrelson: When it comes to [testing for] performance-enhancing drugs, maybe [the leagues] have an ethical leg to stand on. But for someone wanting to recreate, I think it's no worse for you than drinking or smoking cigarettes, or certainly pharmaceuticals.

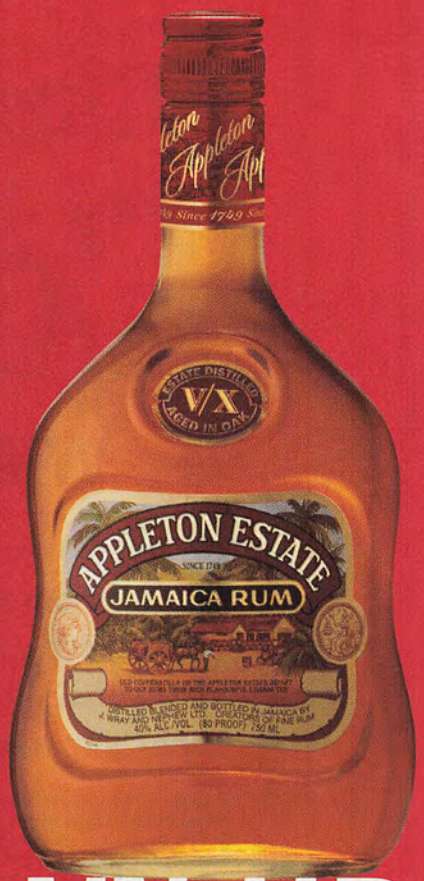
SI: Is there a real sports figure you'd like to play?

Harrelson: Bill Lee. The Spaceman. I've spent five years not doing movies, so I'm just getting back to the game. But down the line I'll be playing Bill Lee. At least I hope to.

SI: How would your old *Cheers* boss and ex–Red Sox reliever, Sam Malone, have celebrated Boston's World Series win?

Harrelson: He would be very happy. And he would be partying to the wee-smalls. —*Richard Deitsch*

UGL/UPPA/ZUMA PRESS, INC. (HARRELSON); GETTY IMAGES (KINGPIN); ILLUSTRATION BY JEFF WONG



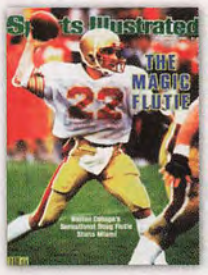
RUM. ALL GROWN UP.

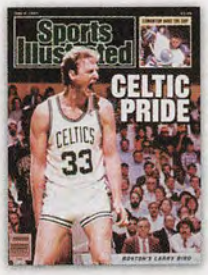
APPLETON ESTATE
Since 1749
JAMAICA RUM

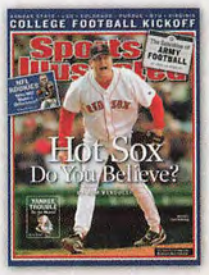
Please be as mature as our Estate Rums. Drink responsibly.

Appleton® Estate V/X Jamaica Rum, 40% Alc. by Vol., Imported by Brown-Forman Spirits Americas, Louisville, KY ©2004.

www.appletonrumus.com







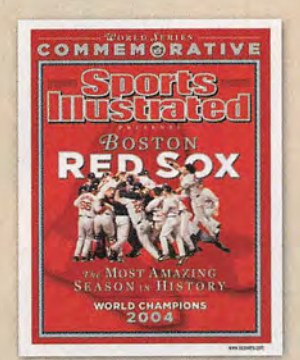
ORDER ONLINE! NOW

Sports Illustrated

Classic Cover Collection

www.sicovers.com

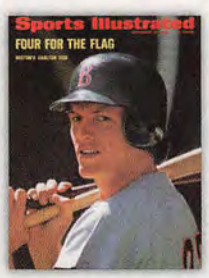
Go to sicovers.com to order high-quality 11"x14" photo reprints of your favorite SI covers today. With a new library of over 1,400 prized covers to choose from, there's something special for every Boston fan.

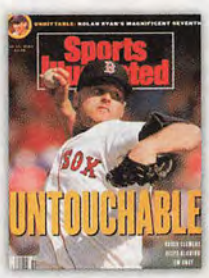


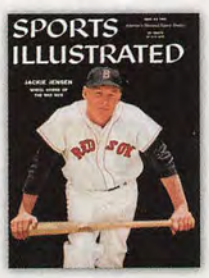
High-Quality 11" x 14" Photo Reprints

Residents of California, Florida, Georgia, Illinois, Massachusetts, Michigan, New Jersey, New York, Tennessee, Texas and Washington D.C. must add appropriate sales tax. No returns. Refunds are granted in the original form of payment and only when an item is incorrectly shipped or arrives defective or damaged. The purchaser agrees that the materials purchased are for personal use only and will not be published or reproduced in any way, nor used for commercial purposes.

©2004 Time Inc. All Rights Reserved. SPORTS ILLUSTRATED is a registered trademark of Time Inc.







The Week Ahead

What to watch and watch for **By Julia Morrill**

FRIDAY 5

***The Best & Worst of Tred Barta* OLN 9 p.m.** | In his new reality series, outdoorsman Barta hunts bull moose with a longbow and fishes for yellowfin tuna in the North Atlantic. "Face it," says Barta. "The ultimate reality is not a couple of kids living in a loft."

SATURDAY 6

Kostya Tszyu vs. Sharmba Mitchell Showtime 9 p.m. | Mitchell (55–3, 31 KOs), the IBF junior welterweight champ, looks to avenge a 2001 TKO to Tszyu (30–1, 24 KOs). **Women's Soccer U.S. vs. Denmark ESPN2 4 p.m.** | The U.S. has a record 27 wins in 2004.

SUNDAY 7

35th New York City Marathon NBC 2 p.m. | More than 30,000 run through the five boroughs. Olympic medalists Meb Keflezghi (silver) and Deena Kastor (bronze) could become the first Americans to win since Alberto Salazar (1982) and Miki Gorman (1977).

MONDAY 8

Vikings at Colts ABC 9 p.m. | A showdown between the top offenses in the NFC and the AFC: Minnesota averages 431.4 yards per game; Indianapolis averages 414.0. Colts fans can flip to ESPN Classic at 11 p.m. for a *SportsCentury* special on QB Peyton Manning.

TUESDAY 9

Toledo at Northern Illinois ESPN2 7:30 p.m. | The only two teams in the MAC West with perfect conference records meet. The Huskies, who haven't beaten the Rockets since 1989, must shut down the conference's top QB, Bruce Gradkowski (2,386 yards and 19 TDs).

WEDNESDAY 10

WTA Tour Championship | The season-ender, with Wimbledon champ Maria Sharapova and U.S. Open winner Svetlana Kuznetsova, begins in L.A. **Suns at Cavaliers ESPN 8 p.m.** | A matchup of the past two rookies of the year, Amare Stoudemire and LeBron James.

THURSDAY 11

***North Shore* FOX 9 p.m.** | Gabrielle Reece—beach volleyball star, model and Mrs. Laird Hamilton—plays herself on the Hawaiian surf soap. **Mavericks at Heat TNT 8 p.m.** | Dallas, which settled for Erick Dampier after failing to land Shaq, sees what it missed out on.

ROBERT Y. ONO/CORBIS (MOOSE); SCOTT BARBOUR/GETTY IMAGES (KASTOR); CORBIS (ROCKET); IAN MCKELL/RETNA LTD. (REECE); KIM KYUNG-HOON/REUTERS (SHARAPOVA); JAMIE SQUIRE/GETTY IMAGES (MANNING); LORI CAIN/AP (BOXING)

Under Review

Early in *Beyond the Gridiron: The Life and Times of Woody Hayes* (PBS, check local listings), Larry Romanoff, who coached under Hayes at Ohio State, says, "Woody was a great judge of who he could push and who he couldn't, who he could scream at and who he couldn't, who he could run up to and slap upside the helmet and who he couldn't." In addition to being a master button-pusher Hayes was old school, a staunch conservative (Richard Nixon spoke at his funeral) and a strict disciplinarian shaped by his time in the Navy in World War II. (Coaches have been using military imagery for years; few go so far as to have their quarterback say "Patton" to indicate a ground play and "LeMay"—for Air Force general Curtis LeMay—to indicate a pass.) His plain ol' three-yards-and-a-cloud-of-dust offense was almost an extension of his personality, and for years it worked, as he won five national titles in his 28 years. But as his offense and his straitlaced style became outdated, he became more temperamental. Ironically Hayes's career ended when he could no longer tell whose helmet he could slap and whose he couldn't: He was fired after punching a Clemson player in the 1978 Gator Bowl, ending one of the most complex and, as *Gridiron* shows, fascinating careers college football has seen. —M.B.

The Beat

By Lisa Altobelli

Paris Hilton has taken up tennis players. Last week in Los Angeles she showed reporters a digital picture of a shirtless **Mark Philippoussis** she had saved on her cellphone. "I've got a new man, and I'm head over heels in love," Hilton *(below)* said. "I adore him, he's so hot. His name is Mark Philippoussis." But the 28-year-old Aussie, who recently split with singer **Delta Goodrem**, might not be ready to settle down yet. "Mark was Number 9 in the world 10 months ago, and now he's 106," said Philippoussis' mother, **Rosanna**. "He wants to put his life back into tennis, and with a relationship he can't do that." Don't worry about Hilton. The next day she was spotted by the *New York Post* kissing **Andy Roddick** in Las Vegas.

■ If they had written a movie that ended with the Red Sox winning the World Series, nobody would have believed it. That's why screenwriters **Lowell Ganz** and **Babaloo Mandel** (*City Slickers* and *A League of Their Own*) were scrambling last week to revise the ending of their forthcoming film, *Fever Pitch*, when Boston won its first World Series in 86 years. "Since Game 4 of the Yankees series, when the Red Sox started turning the tide, they were writing on an hour-by-hour basis," says **Peter Farrelly** who, with his brother **Bobby**, is directing the movie—an Americanization of **Nick Hornby**'s memoir of his love affair with the English soccer team Arsenal. One of the new scenes had stars **Jimmy Fallon** and **Drew Barrymore** kiss on the field during Boston's World Series celebration, and with Major League Baseball's permission, it was filmed during the real post–Game 4 moment at Busch Stadium. The movie will also feature footage shot at Fenway Park. Back in September, Fallon got to sit in the dugout. "I was watching a game, and **Kevin Millar** stood up and started taking a whiz next to me," says Fallon. "There's a urinal in the tunnel, but he just went right there [in the dugout]. That's when I realized that these guys weren't going to treat me any different than one of them." Bobby Farrelly says Fenway is "an awesome venue to film in. Players like **Johnny Damon** would stick around after games so we could make the scenes as authentic as possible."

PICTURE THIS That's what's great about ostrich racing: Even if the contest isn't close, the finish is always neck and neck. Jockeys in Kenya celebrated 100 years of thoroughbred racing in their country with a running of the world's largest birds—call it the Beakness Stakes—at a track in Nairobi. Ostriches can run up to 40 mph; apparently the bird bringing up the rear here had his head in the sand when the gun went off.

THIS WEEK'S SIGN OF THE APOCALYPSE

A deep-sea diver ended an attempt at a world-record descent when he discovered the skeleton of a competitor.

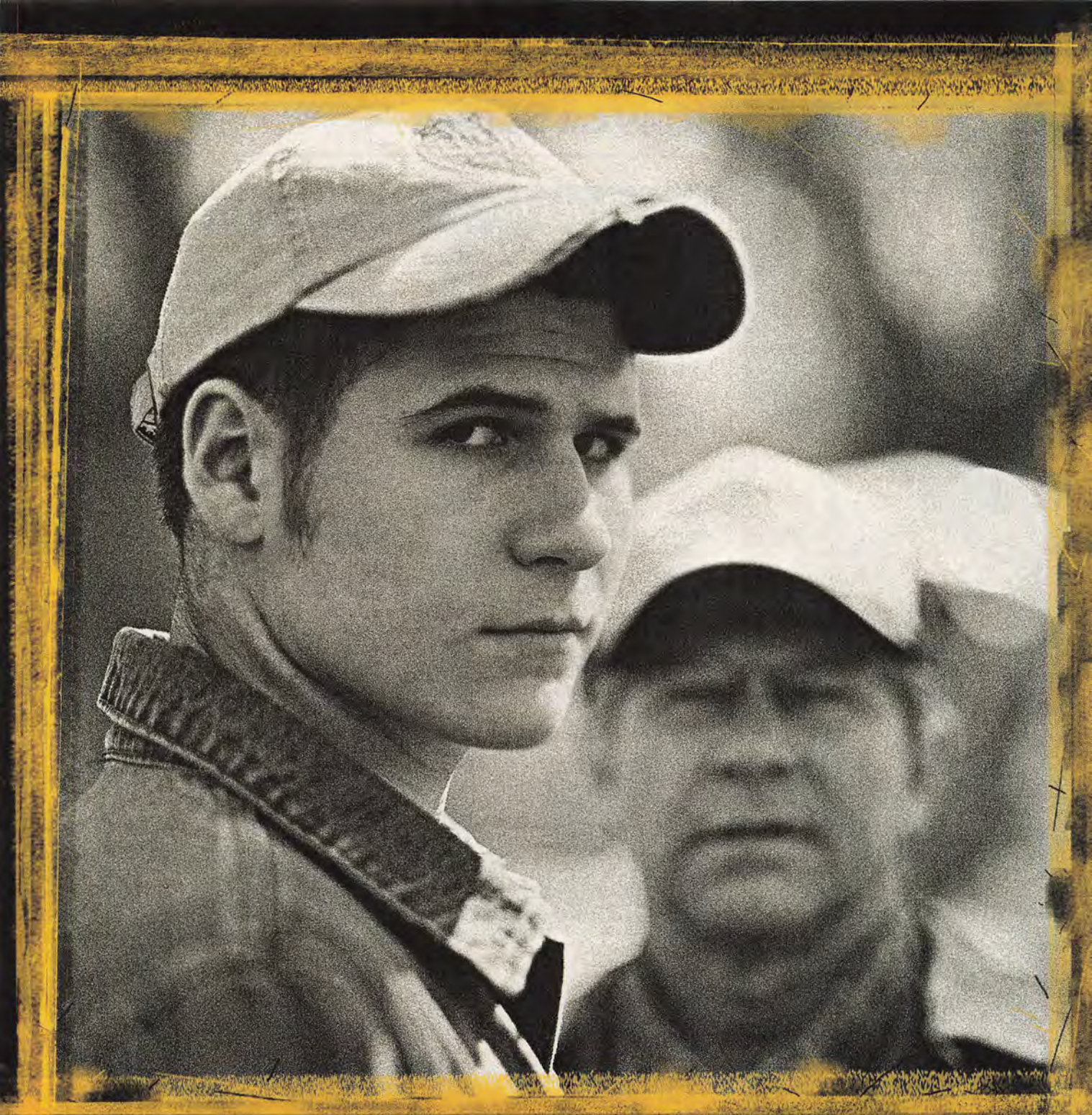
■ A couple of Dolphins—past and present—recently took subtle digs at retired running back **Ricky Williams**. During an *Inside the NFL* taping, **Dan Marino** performed in a skit in which Williams shows up on Marino's doorstep carrying a giant bong, which he drops when he tries to catch a Marino pass. And for a Halloween party hosted by Miami cornerback **Sam Madison**, defensive end **Jason Taylor** dressed as Williams, wearing his old number 34 jersey and a dreadlock wig. The annual party, which raises money for the Madison's charity for kids and local Boys and Girls Clubs, was hosted by Williams last year. . . . **Alonzo Mourning**, **David Robinson** and **Andre Agassi** will appear in a 2005 calendar called *12 Reasons to Give*, which features a dozen celebrities who have donated at least a million dollars to charity. The list includes **Leonardo DiCaprio**, **Angelina Jolie** and **Edward Norton**.

They Said It

JASON RICHARDSON

Warriors guard, on why the team should extend his contract: "I've represented this franchise in dunk contests, the Rookie Challenge, the stuff at All-Star weekend. I think it's time for them to be loyal back to me."

RADU SIGHETI/REUTERS (PICTURE THIS); ICON SMI (RICHARDSON); JAMIE MCCARTHY/WIREIMAGE.COM



YOU ALWAYS HOPED HE WOULD END UP RUNNING WITH THE RIGHT CROWD, BUT DID YOU EVER THINK HE'D ALSO BE LEADING IT?

He'll experience the most challenging training, use the latest technology, and get the strongest support. Before long, he'll discover that he has become one of tomorrow's leaders. Encourage him to consider becoming a Soldier – AN ARMY OF ONE.®

GOARMY.COM

U.S.ARMY

AN ARMY OF ONE.®

©2004. Paid for by the United States Army. All rights reserved.

WHO WILL BE THE NEXT
Sports Illustrated
PLAYER OF THE YEAR?

GO TO
si.com/POY
and tell us who you think SI should pick for Baseball.

★ Coming Soon ★
Player of the Year for Golf, Motor Sports and College Football.

Stay tuned to
SI.com
and the pages of SI for all Player of the Year updates.

Ford
PROUD SPONSOR OF
Sports Illustrated SPORTSMAN of the YEAR 2004 AWARD CELEBRATION

Now on SI.com

Breaking news, scores, schedules and fresh, original Web-only stories and columns 24/7

The State of Defense in the NBA

John Hollinger: Breaking Down the Scoring Drop

Whither offense? It's difficult to remember, but in 1984–85 every team in the league scored at least 102 points per game. The Nuggets and the Lakers averaged more than 118. For a bit of perspective on how far things have sunk, consider this: The world champion Pistons achieved that total once last season.

There are only two ways scoring can decrease: Teams can play slower, reducing the number of possessions they have over the course of a game, or they can get fewer points out of each possession. In '84–85 the average NBA team had 104.8 possessions in a 48-minute game. By last year the league had come to a screeching halt, with just 92.0 possessions per game. But while a slower pace is the main culprit, that doesn't let offenses off the hook. Regardless of the speed with which the game is played, teams have become less efficient on the offensive end.

▶ The rest of John Hollinger's column appears at si.com/nba. He weighs in with his Insider column every week.

Jack McCallum: Following the Leader

What turned the NBA into more D than O? **Michael Jordan.** Under coach **Chuck Daly,** the Pistons adopted an if-you-can't-beat-him-beat-him-up strategy. Detroit's defensive-minded Bad Boys won back-to-back titles in 1989 and '90, and since no team had the offensive hardware to match Jordan, many decided to adopt the Pistons' defense-first strategy.

▶ Check out Jack McCallum's NBA Insider column, which appears every Wednesday at si.com/nba.

Marty Burns: Fouling Things Up

The league has instructed refs to crack down on defenders. The idea is that limiting hand checks will give offensive players more freedom of movement. But it has led to confusion and taken the flow out of many preseason games, turning them into glorified free throw contests. As **Shaquille O'Neal** notes, "To call ticky-tack fouls is not a way to speed up the game."

▶ Marty Burns's NBA Power Rankings, Insider and Burning Questions can be found every week at si.com/nba.

NBA Offense: Then and Now

	1984–85	2003–04	Change
Points per game	110.8	93.4	–17.4
Possessions/game	104.8	92.0	–12.8
Points/possession	1.05	1.01	–.04
Field goal pct.	49.1	43.9	–5.2
Free throw pct.	76.4	75.2	–1.2
3-point pct.	28.1	34.7	+6.6
Off. rebound pct.	32.9	28.6	–4.3
FTA/FGA	.330	.303	–.027
Turnovers/possession	.169	.154	–.015

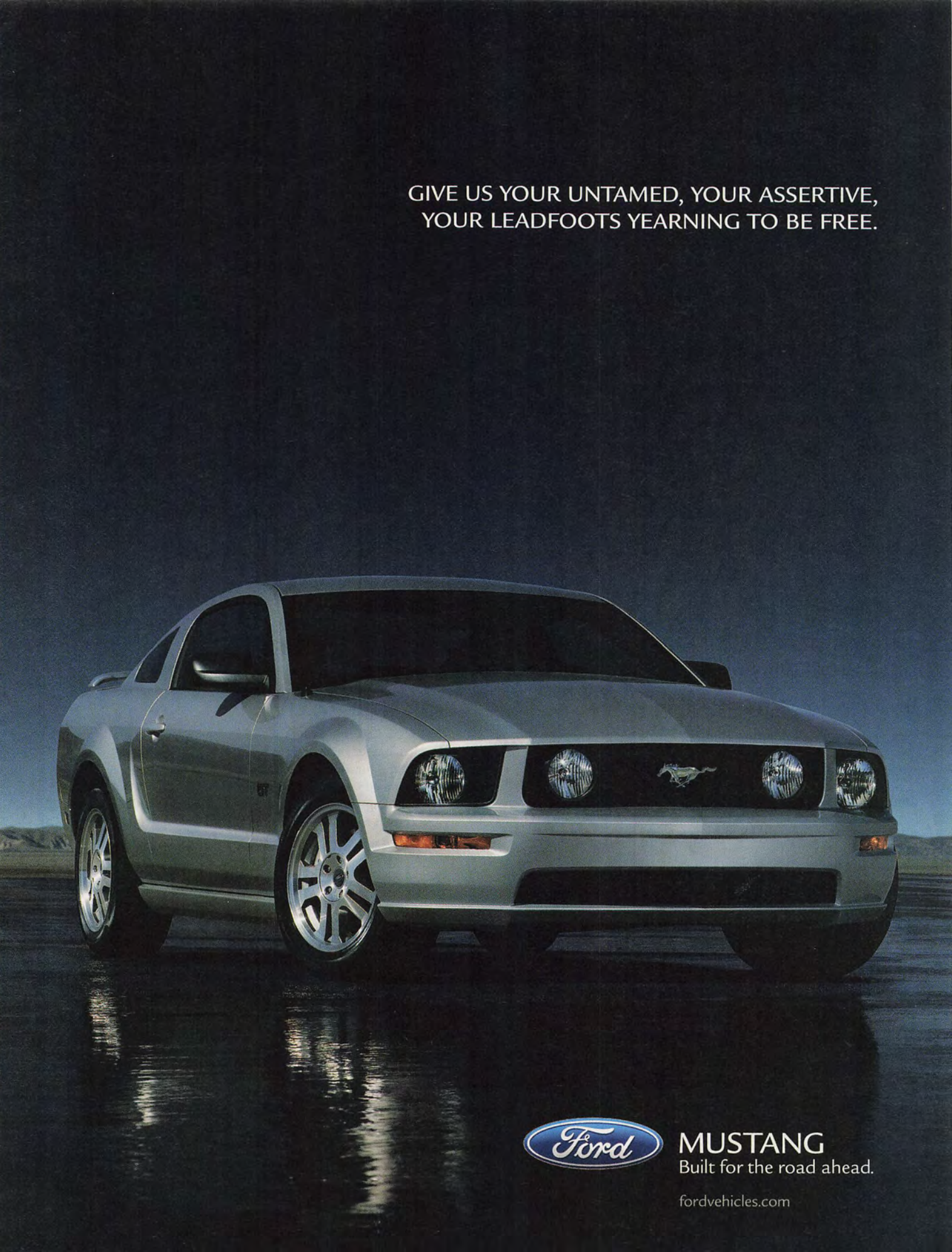
JEFF KOWALSKY/EPA/SIPA (PLAYERS)

The Poll Position

Should these athletes be considered for SI's Sportsman of the Year?

Roger Federer	Jarome Iginla	Michael Phelps	Detroit Pistons
○ Yes	○ Yes	○ Yes	○ Yes
○ No	○ No	○ No	○ No

Vote at **SI.com/fanpoll.** SI's Sportsman of the Year will be announced on Nov. 28.


GIVE US YOUR UNTAMED, YOUR ASSERTIVE,
YOUR LEADFOOTS YEARNING TO BE FREE.
Ford
MUSTANG
Built for the road ahead.
fordvehicles.com

ADVERTISEMENT

Wrangler

FIVE STAR STUDENT ATHLETES OF THE YEAR

Has a current high school athlete inspired you with outstanding performance on and off the field? This is someone who sets an example for others by balancing athletic excellence with academic and community commitment. Go to si.com/5star and tell us about him or her, as Wrangler will recognize the Wrangler Five Star Student Athletes of the Year in the Dec. 6 issue of SPORTS ILLUSTRATED. Wrangler also will donate $1,000 to each winner's high school athletic department. So go to si.com/5star and give that deserving local hero a chance to appear in SI's Sportsman of the Year issue as a Wrangler Five Star Student Athlete of the Year!

Wrangler

FIVE STAR Premium Denim

No Purchase Necessary. A Purchase Will Not Improve Your Chances of Winning. U.S. Residents. 18 and Older. Void where prohibited by law. See complete rules at www.si.com/5star for details. Sports Illustrated is a registered trademark of Time Inc. Used with permission. © 2004 VF JEANSWEAR, LIMITED PARTNERSHIP

Faces in the Crowd

Mirriam Kaumba

LUSAKA, ZAMBIA > Cross-country

Kaumba, a senior at Oklahoma Baptist, won the women's individual title at the University of Arkansas's Chile Pepper Festival. The 2003 NAIA champion has won all six races she has entered this year, giving her a string of 12 consecutive victories over the past two seasons.

Justin Pines

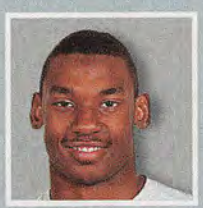
MEDIA, PA. > Soccer

Pines, a sophomore goalkeeper at Northwestern, had a five-save shutout against the defending national champ, Indiana. The Wildcats' first-ever victory over the Hoosiers snapped Indiana's 31-match, three-year home win streak. He was named to *Soccer America*'s team of the week.

Tyrell Sutton

AKRON > Football

Tyrell, a senior running back at Archbishop Hoban High, ran for 314 yards in a win over Canton Central, bringing his career rushing total to a state-record 8,435 yards. After gaining 150 yards in his next game, he also holds the Ohio record for consecutive 100-yard games (35).



Stephanie Kebler

OKEMOS, MICH. > Tennis

Stephanie, a senior at Okemos High, won her 94th straight match and her third Michigan Division 2 girls' singles championship, leading the Chieftains to the state finals. Her winning streak is a Michigan High School Athletic Association record, 18 more than the previous mark.

Scotty Johnson

DUNBAR, W.VA. > Bowling

Johnson, 37, a West Virginia tax official, ended a game with five consecutive strikes and then bowled back-to-back 300 games for a personal-best 846 series in league competition at Dunbar Bowling Center. Over the last 20 years he has had 24 300 games and 12 800 series.

Emily Wolfing

MOUNT AIRY, MD. > Volleyball

Wolfing, a senior outside hitter at Washington and Lee, led her team to its 42nd consecutive conference victory with 15 kills and 11 digs in a 3–0 win over Roanoke. The Generals have now won 18 straight matches, a school record, and she has 1,440 career digs and 1,372 kills.

To submit a candidate for Faces in the Crowd, go to **si.com/faces.**

FROM TOP: BILL POPEOBU; NORTHWESTERN MEDIA SERVICES; JEFF GLIDDEN; KEVIN W. FOWLER; TOM HINDMAN/CHARLESTON DAILY MAIL; KEVIN REMINGTON

We Did It Again

Introducing the Camera Phone with More.

SANYO led the way by introducing the first built-in camera phone in America. Now we're leading the way again with the new Sprint PCS Vision℠ Picture Phone PM-8200 by SANYO.

In four color options:
Silver, Midnight Blue, Deep Forest Green and **Red***

THE SPRINT PCS VISION℠ PICTURE PHONE PM-8200 BY SANYO OFFERS AN UNPRECEDENTED COMBINATION OF FEATURES:

- Share Sprint PCS Picture Mail℠ with SANYO enhanced camera functionality like VGA resolution, digital zoom, flash and multi-shot.
- High-quality SANYO speakerphone.
- Sprint PCS Ready Link℠ capable. Nationwide walkie-talkie-style service.
- Two vivid 65,000-color LCD screens.
- Sprint PCS Vision capable. Surf the web, play games and personalize your phone with ringers and screen savers.

For details about the SANYO PM-8200 and service plans with Sprint PCS Vision, visit your local Sprint Store and select Sprint Retailers.

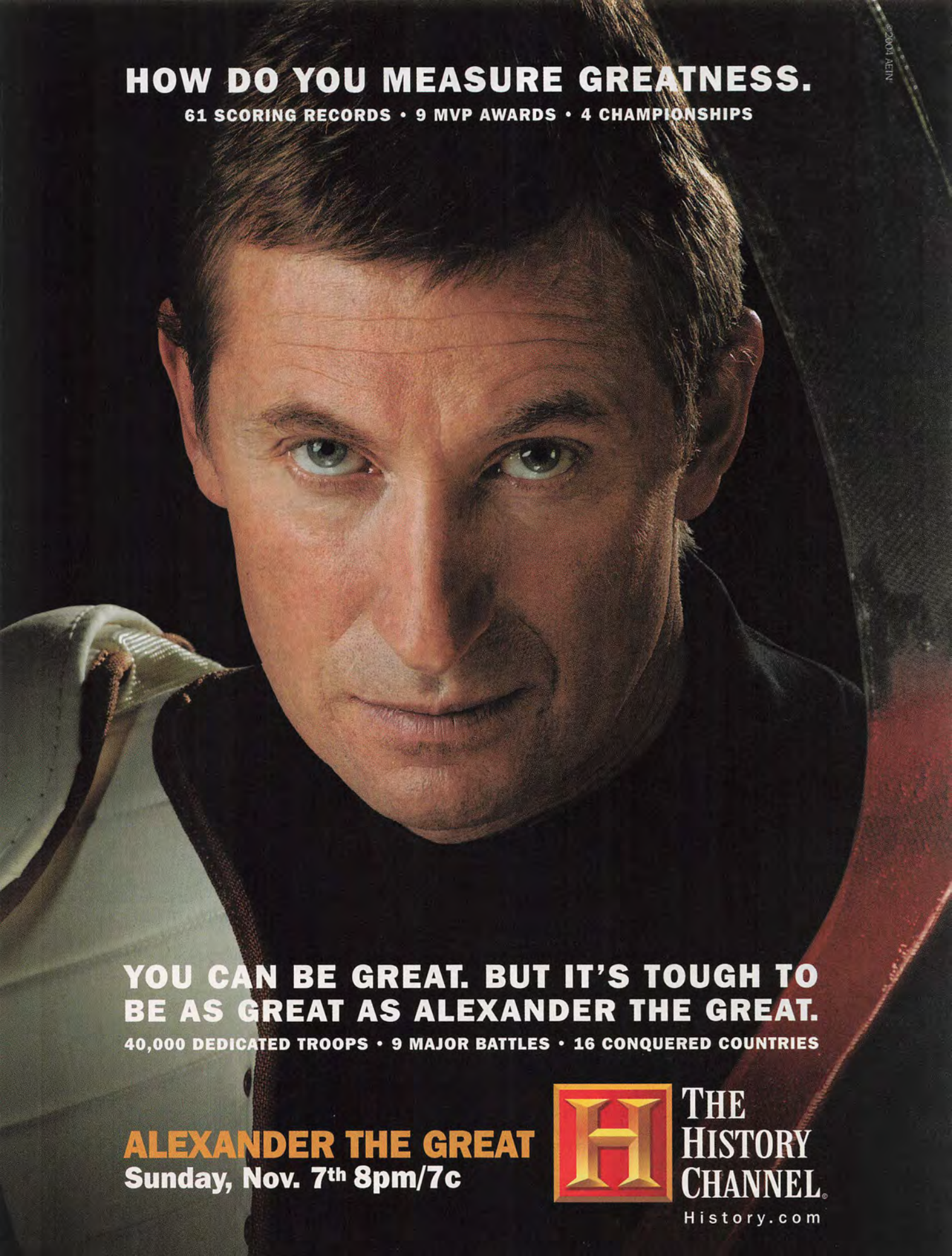
BEST BUY · RadioShack. · Sprint Store™ The PCS Center

www.sanyowireless.com

Changing your wireless world.

The Sprint Nationwide PCS Network covers over 240 million people. Coverage not available everywhere. Walkie-talkie style communication requires Sprint PCS Ready Link service. Wireless picture sharing requires Sprint PCS Picture Mail service. Subject to availability.
©2004 SANYO Wireless Communications. All rights reserved. Trademarks and logos are copyrights of their respective owners. Sprint, the diamond logo, Sprint PCS Vision and Sprint PCS Ready Link are trademarks of Sprint Communication Company. L.P. Screen images are simulated.
*** Selection / colors may vary by retailer.**

SANYO

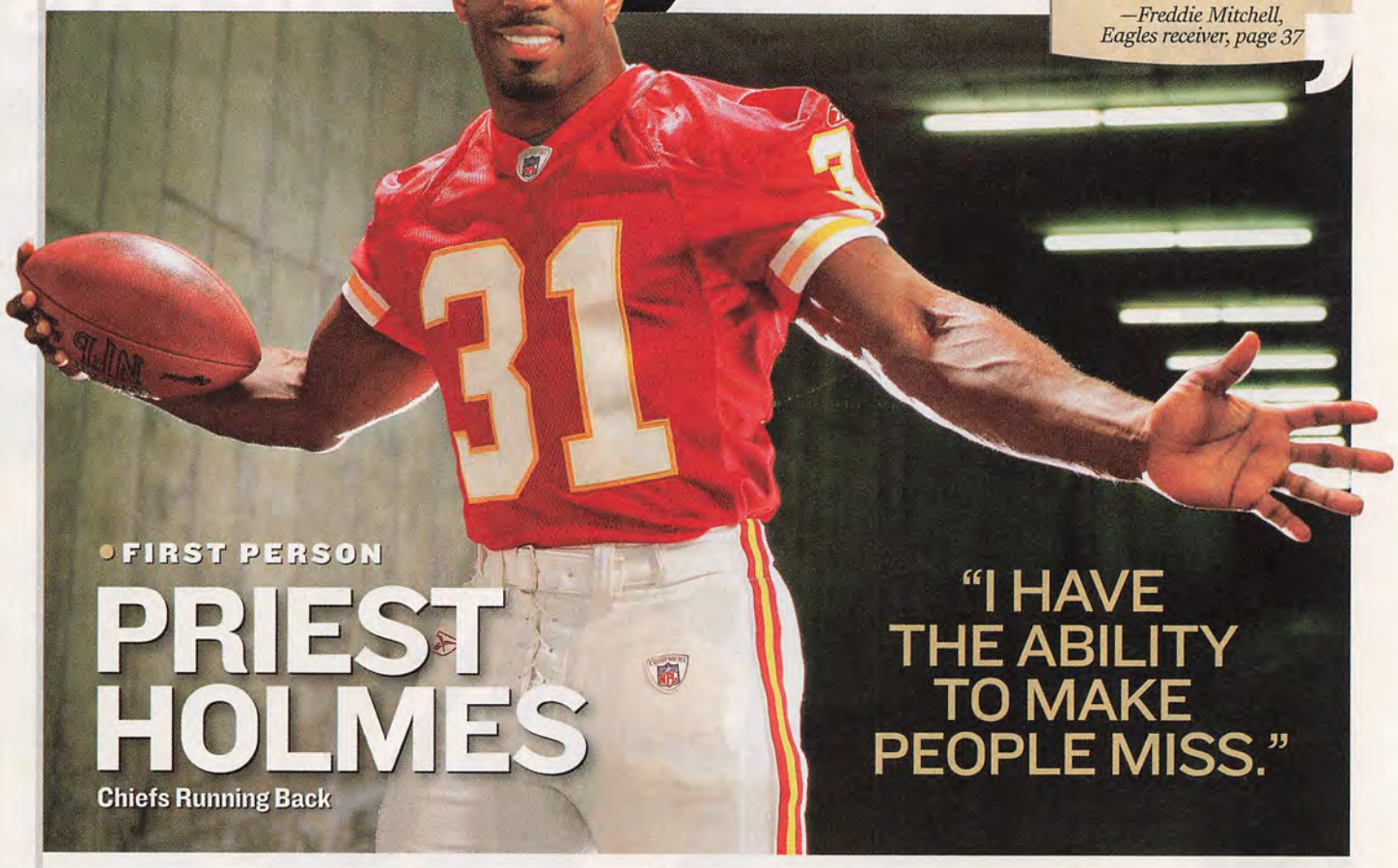

HOW DO YOU MEASURE GREATNESS.
61 SCORING RECORDS • 9 MVP AWARDS • 4 CHAMPIONSHIPS
©2003 AETN
YOU CAN BE GREAT. BUT IT'S TOUGH TO BE AS GREAT AS ALEXANDER THE GREAT.
40,000 DEDICATED TROOPS • 9 MAJOR BATTLES • 16 CONQUERED COUNTRIES
ALEXANDER THE GREAT
Sunday, Nov. 7th 8pm/7c
THE HISTORY CHANNEL
History.com

SI Players

Edited by
KOSTYA KENNEDY

"I thought Mariah Carey was looking at me."

—Freddie Mitchell, Eagles receiver, page 37



• FIRST PERSON

PRIEST HOLMES

Chiefs Running Back

"I HAVE THE ABILITY TO MAKE PEOPLE MISS."

• ON THE IMPACT OF HIS FATHER, M. SGT. HERMAN MORRIS, BEING DEPLOYED TO IRAQ LAST JANUARY I think about him four or five times a day—on the practice field, during games, at home. I think about what he might be doing that day, what he's going through. It helps me do my job. I think about his perseverance, his commitment.

• ON HIS MOTIVATION My inspiration is to play at a level where they'll have highlights from me on *SportsCenter* so my father can watch me. They're eight hours ahead, and I know they watch as much football as they can, either games or the highlights.

• ON THE HARDEST HE'S BEEN HIT Levon Kirkland, the Pittsburgh linebacker, a few years ago. I was with Baltimore. The quarterback exposed me on a pass route. I caught the ball and all of a sudden the sun disappeared. Everything went black. But I never got knocked out. As a player you never want anyone to see you hurt. You have to get up like nothing happened.

• ON THE TOP FOUR BACKS IN FOOTBALL Number 1, Jamal Lewis. His stature and speed make him so hard to bring down. He's a linebacker playing running back. Number 2, LaDainian Tomlinson. Had the 100 grabs last year. Great runner. Changing the running back position. Number 3, me. I have the ability to make people miss. You can't know that from a scouting report; you have to see it. Number 4, the kid from Tennessee, Chris Brown. I like the way he runs, his frame. Great upside.

• ON HIS FAVORITE GAME OTHER THAN FOOTBALL Scrabble. I like using my mind. I like it when someone sets me up for a triple word score.

• ON WHAT HE'LL BE DOING IN FIVE YEARS Working in the community with my nonprofit, Team Priest. Growing the company, earning money, pouring it back into the community so we can help the underprivileged.

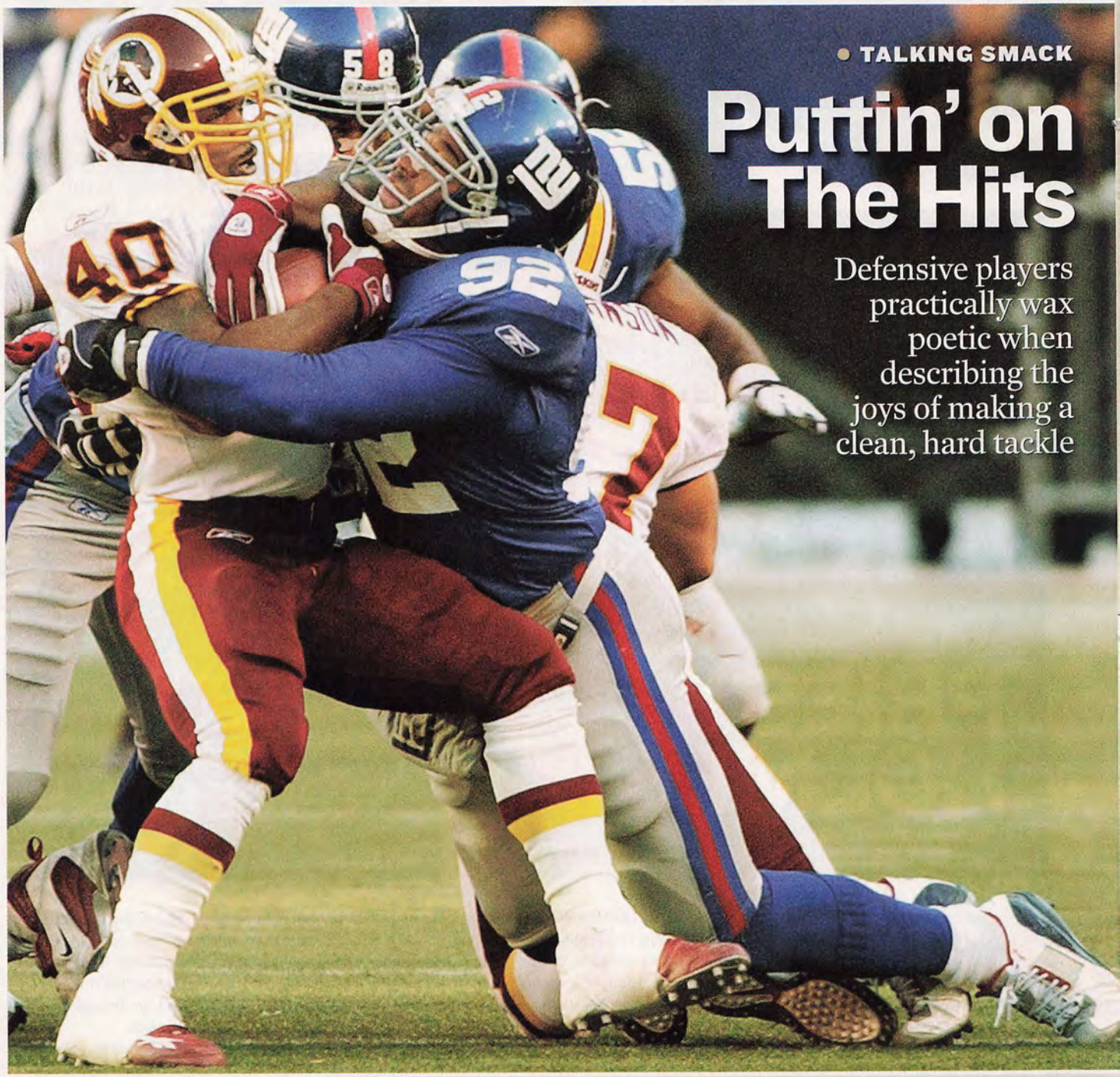
• ON THE WORST THING ABOUT BEING A STAR Someone grabs you and tells you you're the best thing since sliced bread. And you wonder, Do they mean it, or do they want something from you?

• ON WHAT HE HAS LEFT TO DO IN FOOTBALL A long run, maybe a 99-yard run like my idol, Tony Dorsett, made. Most everything else I've done. *—As told to Peter King*

THE FATHER OF THREE BOYS AND THE NFL'S TD LEADER WITH 14, HOLMES, 31, TAKES THE CHIEFS TO TAMPA BAY ON SUNDAY

DREW HALLOWELL/ICON SMI (MITCHELL HEADSHOT)

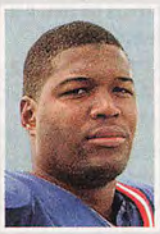
PHOTOGRAPH BY JEFFERY A. SALTER



TALKING SMACK

Puttin' on The Hits

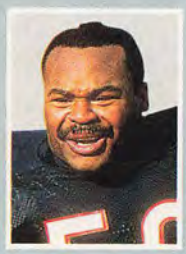
Defensive players practically wax poetic when describing the joys of making a clean, hard tackle



MICHAEL STRAHAN

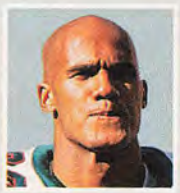
Giants Defensive End, 6′ 5″, 275 pounds

"On the best hits you've built up speed, the person doesn't see you and you're coming at an angle where you know from five feet out that you're going to have a good shot. You can size 'em up. The best target is a quarterback who's stationary and has his back turned. I don't want him to see my eyes. I want to run through him as if I'm trying to hit somebody 10 feet past him. You're going *through* him. On the hit you wrap your arms and lift. You get him off the ground, and you make sure to put all your weight on him when he lands. You know one way to get a great hit? On an interception. After the other team throws an interception, their offensive linemen are running around with no concept of blockers because they always do the blocking. They don't know where to look. If you catch a linemen staring down, it's a gratifying hit because those guys are much bigger than we are. But if you do that and they get up, you're in trouble. They'll be pissed. You want to knock the linemen down and keep going. Do *not* stand around to find out what they're going to do when they get up."



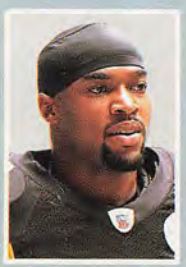
MIKE SINGLETARY, Hall of Fame Linebacker, 6 feet, 230 pounds

"You know when someone tells you how something is supposed to be, like a Thanksgiving meal? They tell you what they're going to make, and you imagine it and your mouth starts to water. And then when you have the meal, it really is just like that. Well, when you go onto the field, you just want to get that big hit, and you can imagine it: the back coming through the hole, the hole opening up, and you're there and he's there and then it happens. All of a sudden *Bam!* And it's just like you imagined—and it gives you goose bumps. It's inexplicable what it feels like in your soul. It comes all the way from your toes to the top of your head. Getting ready to make a hit, you're almost like a cocked gun. When you pull the trigger, it comes from your toes and it goes to your knees and it goes to your hips and it comes out through your shoulders. I call it the 'punch.' When you have that punch, that's special. You just know, *Maaaaan! That was it!* And it's such a great feeling. Your reality matches your fantasy. In life that doesn't happen often. For me anytime I got a big hit, I'd *scream.* If the guy is lying there and he can't get up, I start screaming because I know I brought it and I know he felt it and I know we've *got* to run that play again."



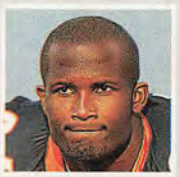
JASON TAYLOR, Dolphins Defensive End, 6′ 6″, 255 pounds

"On a blind-side hit you can unload all your frustrations from that week or day. But the league will fine you for hitting a guy too hard, and you can't hit a quarterback with your helmet. You have to hit him with your chest, and you can't hit him below the waist. You have a narrow range. In David Carr's first NFL game I had a great shot at him, and I was going to try to really hit him. I figured I wouldn't get fined for hitting a rookie. But he jumped right back up after I hit him, and I was the one who was woozy. I've also gotten totally nailed by offensive linemen. Once I was blocking for [Dolphins linebacker] Zach Thomas, and I stuck my head out a little bit and got knocked out cold. I used to trash-talk when I was young and didn't know what I was doing, but now I just shut up and play."



CHRIS HOPE, Steelers Free Safety, 5′ 11″, 206 pounds

"How close I get to the guy before he realizes I'm there determines how hard the hit will be. If I can catch him off guard, I can really deliver a big hit. I played running back in high school, so I have an idea how backs are going to try to run the ball. I want to get lower than him and hit him right up under his chin, in his face mask, or I put my helmet directly in the middle of his chest. It's a great feeling when I hit him. It's kind of like a car wreck. Sometimes you get a little dizzy or a little sting depending on how big the guy is and how fast he's coming. There's a lot of shoulder pad and helmet contact, the whole thing echoes, and the crowd always makes a big *Ooh!*"



CHAMP BAILEY, Broncos Cornerback, 6 feet, 192 pounds

"What people don't realize is that it sometimes hurts more for the player who delivers the hit. Really, it sounds strange, but sometimes I'll make a big hit and I'll get a flashback to a previous hit in my career. I'll make the hit and I'll get up and I'll be a little wobbly, and I'll think I'm in a high school or a college game making big-time hits. It's really weird. It just happens, and then it's gone. But I can *see* myself making these hits in other games. I see myself in the uniform and everything. It's crazy."

REGGIE WHITE, Retired Defensive End, 6′ 5″, 300 pounds

"The first feeling is elation, especially when you hear the crowd. You have to get right back into your mind-set and realize, O.K., I've got to do this again. You can tell when you've put a good lick on a person when you see his eyes. And when that guy gets up and comes back, it gives you respect for him. That happened with Phil Simms. We would punish Simms, knock him out of games, but he always came back. And some of what happens during a big hit you're not even aware of. Like I never knew I made noises when I hit someone. But then you watch NFL Films and hear all the noises, and you realize those grunts are coming out of you."

KATHY WILLENS/AP (STRAHAN ACTION); KIMBERLY BUTLER (STRAHAN HEAD SHOT); JONATHAN DANIEL/GETTY IMAGES (SINGLETARY); ALLEN KEE/WIREIMAGE.COM (TAYLOR); KARL WRIGHT/ICON SMI (HOPE); DAVID BERGMAN (BAILEY); MORRY GASH/AP (WHITE); HUNTER MARTIN/WIREIMAGE.COM (MITCHELL); BIG PICTURES USA (MARIAH CAREY)

The Questions with Freddie Mitchell

Eagles Receiver

What was your welcome-to-the-NFL moment? "When I got taxed half my paycheck."

Most treasured possession? "My fourth-and-26 jersey. The play I made last year [in Eagles' playoff win], that was the jersey."

Most embarrassing moment? "I was in Beverly Hills, eating at Mr. Chow with a tableful of friends, and I thought Mariah Carey was looking at me. I kind of made a move at her. Then the waiter let me know that she was really looking at the guy behind me."

Favorite off-day activity? "I like fishing."

If I weren't in the NFL, I'd be . . . "In L.A., an entrepreneur with movies and stuff. I'd be a great personal assistant, too. I know what makes a celebrity happy. For me it's privacy."

Last Week

Mitchell helped the Eagles go to 7–0 with win over Ravens—a markedly different Halloween performance from 2002's, when he dressed up as SpongeBob SquarePants and visited Children's Hospital of Philadelphia.

This Week

Eagles head to Pittsburgh, where Mitchell will face safety Troy Polamalu. Last time they met on the field was as college rivals, when Mitchell starred for UCLA and Polamalu for USC.

"2004 Drivers' Choice Best of the Year"
MotorWeek

"Year's Best 2004"
USA TODAY

"A 2004 Editors' Most Wanted"
Edmunds.com

We like the press.
We just wish they'd give the Touaregs back.

Nicely Equipped
2005 Touareg V6

Starting at
$37,755*

The most wanted SUV is now even more desirable.

With its superb engineering, good looks, and luxurious amenities, you'd think it was unapproachable.

Well, with a price like this it's not only approachable, there's a good chance it'll go home with you.

Drivers wanted.®

*Base M.S.R.P. of $37,755 for a 2005 Touareg V6 with 6-speed Tiptronic® automatic transmission. Price excludes taxes, title, options and dealer charges. Dealer sets actual price. See dealer for details. ©2004 Volkswagen.

WHO'S Hot

Testaverde

Yo, Vinny. Got a problem? Not this week he doesn't. Two weeks shy of his 41st birthday the QB ran for a touchdown for first time in nearly six years, threw for three others and led Cowboys to their first win since Week 3. All Drew Henson experiments are now officially on hold.

Wisconsin

The Pack is back: three straight wins behind stoic Brett Favre. The No. 4 Badgers are unbeaten and angling for a title. And Green Bay fans gotta love Wisconsin's new quarter back: State coin has cheese on one side, heads on the other.

Eagles

Last of the NFL unbeatens after gutty win over Baltimore takes show on the road for marquee games against Pittsburgh and Dallas. Elsewhere in the fast lane, soft-rockin' Eagles announce 12 U.S. dates in megagrossing tour.

Long-distance Runners

Gobs of passing yards don't guarantee victories—just ask Jake Plummer (499 versus Falcons) and Peyton Manning (472 versus Chiefs). But the seven backs who rushed for more than 100 yards on Sunday? Chris Brown, Priest Holmes, Duce Staley, Shaun Alexander *(left)*, Michael Vick, Willis McGahee and Tiki Barber all went home winners.

Miami (Ohio)

RedHawks racked up a cool 115 points in a recent three-game winning streak, and oh yes, have you been noticing what the school's hottest NFL alumnus, a guy by the name of Roethlisomething, is up to?

WHO'S Not

Mark Brunell

With Redskins trailing 17–0, en route to falling to 2–5, FedExField faithful booed Brunell from bottom of their broken hearts and called for backup Patrick Ramsey. After Brunell's stab at redemption—a late go-ahead TD—was nixed by a flag, Joe Gibbs said he'll stick by him. May explain why a fan yelled at Gibbs, "Go back to NASCAR!"

Colorado Football

NFL's Broncos (5–3) were upset for second straight week and appear to be in annual midseason fade. NCAA's Buffaloes got trounced 31–7 at home by Texas and maintained their Rocky Mountain low (1–4, Big 12).

Vikings

Uh-oh. Last year Minnesota was 6–0 when Giants whipped them in Metrodome to send Vikes on a 3–7 slide. This year Minnesota was 5–1 when Giants whipped them in Metrodome on Sunday. With Randy Moss *(right)* sidelined, offense fell flat. Next up? Indy and Green Bay.

Steve McNair

Grounded last week by a bruised sternum, *Price Is Right* buff had time to catch up on his Barker. He's due back next game, but can the 2003 co-MVP raise the 3–5 Titans? He's got four TDs and six interceptions, and one NFL coach says—gasp!—that Tennessee's "a better passing team" with backup Billy Volek (two TD passes in win over Bengals) in the pocket.

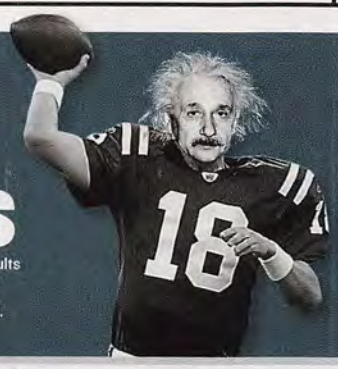
Ghosts

Rough Halloween. Babe Ruth's days of haunting Fenway are over. A horse called Ghostzapper cruised in the Breeder's Cup Classic, and Saints' Boo Williams has been such a bust (just one TD catch), one fantasy football columnist said he's "harder to find than Casper . . . drop him."

SI PLAYERS POLL

(Based on a survey of 354 players)

For complete results and a breakdown of the poll go to si.com/scorecard.



Who Is the NFL's Smartest Player?

Peyton Manning *Quarterback, Colts*	**49%**
Brett Favre *Quarterback, Packers*	9%
Ray Lewis *Linebacker, Ravens*	7%
Tom Brady *Quarterback, Patriots*	5%

FAST FACTS: Manning graduated cum laude (3.61 GPA) in three years from Tennessee with a major in speech communication. . . . The Rams' Marshall Faulk (fifth, 3%) was the only running back among the 17 players who received multiple votes.

CLOCKWISE FROM TOP LEFT: JAMES D. SMITH/WIREIMAGE.COM (TESTAVERDE); DAVID MAXWELL/GETTY IMAGES (BRUNELL); JEFF GROSS/GETTY IMAGES (MOSS); RAMIN TALAIE/CORBIS (GHOSTBUSTER); BETTMANN/CORBIS (EINSTEIN); ROB TRINGALI/SPORTSCHROME (MANNING); ROBERT BECK (ALEXANDER); ELEKTRA (CD); WISCONSIN DEPARTMENT OF FINANCIAL INSTITUTIONS (QUARTER)

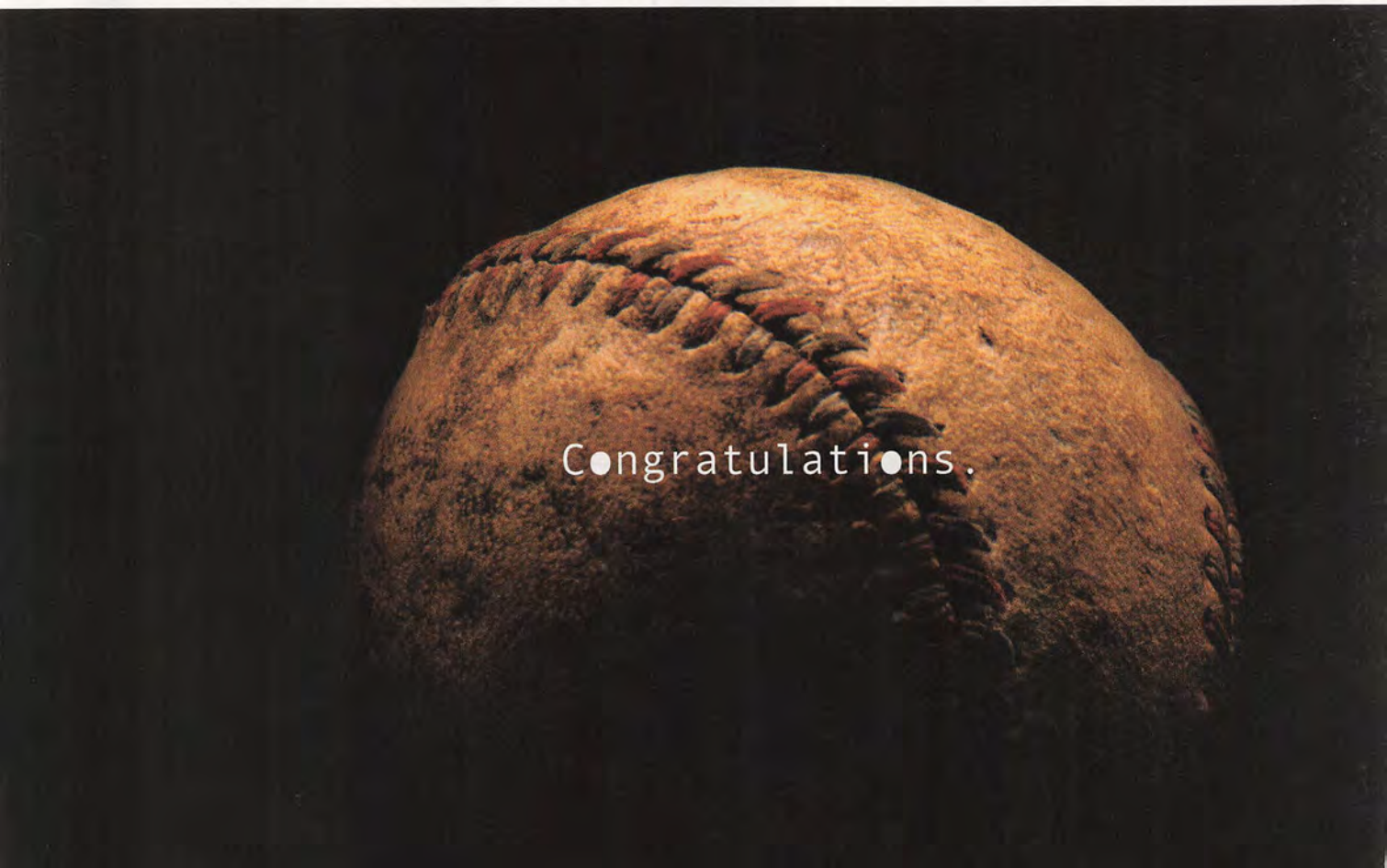
● MY BODY

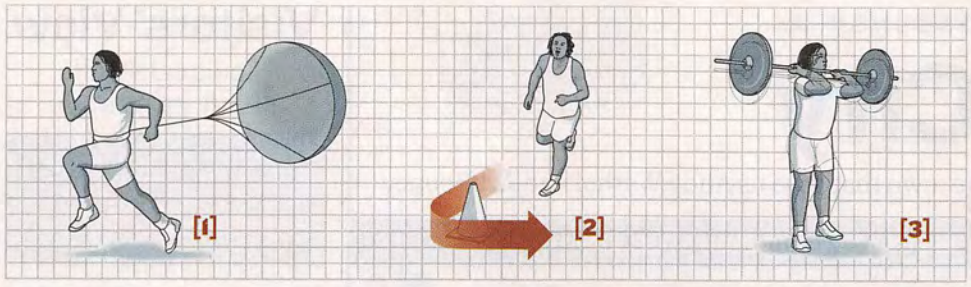
Wideout Workout

The Cardinals' Larry Fitzgerald tells how he trained to make football's jump of the year

by Lisa Altobelli

WIDE RECEIVER Larry Fitzgerald drew attention when he took the leap from college sophomore (at Pittsburgh) to the NFL (Arizona), but the change in milieu didn't mean a change of habits. "I use the same pen, wear the same pair of shoes and, when it comes to my workout, trust the same trainers," says Fitzgerald, 21, last year's Heisman Trophy runner-up. The 6' 3", 223-pound rookie swears by strength-and-conditioning coaches Dave Kennedy and Dave Langworthy. When they left Pittsburgh to take jobs at Nebraska, Fitzgerald traveled to Lincoln and worked with them five days a week for eight weeks leading up to the season. The program *(facing page)* aimed at developing speed, and given Fitzgerald's success—he leads the Cardinals with 371 receiving yards—he may return to Huskers Country. "These guys never stop pushing me," says Fitzgerald. "That's why I always go back to them."





MONDAYS AND THURSDAYS Arrive at gym 6:30 a.m. Do groin, hamstring and general leg stretches with Nebraska football players. Strap into a parachute [1] to do 10 sprints at 30 yards (Mondays) and 10 at 60 yards (Thursdays) with three-minute rests between sprints. "I try to keep my 30-yard sprints under four seconds and my 60s under seven seconds," says Fitzgerald. The resistance of the parachute makes the legs work harder while protecting them. Says Kennedy, "It keeps your gait under control, so you won't overstride and pull a hamstring. And it's the best cost-benefit ratio because you're running the same distance but getting more out of it."

- Sprint from cone to cone [2]. Place three to five cones around the field, 10 yards apart. In mid-sprint Kennedy calls out which cone to run toward. "Change of direction is important," says Fitzgerald. "If you can't separate from defensive backs, you're not going to make it."
- Run up to 10 "gassers." A gasser is sprinting horizontally across the field and back four times.
- Lift weights. **Hang cleans:** Lift 245-pound barbell to knees. Squat. Bring bar to chest and stand [3]. Three reps is a set. Do four sets. **Shrugs:** Raise shoulders while holding 150-pound dumbbell in each hand. Twenty reps is a set. Do four sets.
- Do **lunges**. Step forward with barbell behind neck. Three on one leg, three on the other is one set. One set at 365 pounds, three at 385. "It works the quads, hamstrings and glutes," says Fitzgerald. "That's where the power is to make plays."

TUESDAYS AND FRIDAYS Arrive at field at 6:30. Stretch. Catch passes from Nebraska QBs or the Jugs machine for 30 minutes.

- Do 14 cut sprints of 200 yards, in times between 26 and 33 seconds.
- Upper body lifting. **Bench Press:** four sets of five reps from 315 to 330 pounds. **Seated shoulder press:** four sets of six with an 85-pound dumbbell in each hand. **Dips:** four sets of six reps, with a 180-pound dumbbell strapped to waist.

WEDNESDAYS Recovery day. Run two miles. Helps prevent lactose-acid buildup, limiting soreness.

WEEKENDS Rest. "You have only one body," says Fitzgerald. "You have to take care of it."

LARRY'S ANTI-ATKINS DIET

- **BREAKFAST**

"I fuel up to start the day: a two-egg omelet, a plain bagel, dry with no cream cheese or butter, grits, orange juice and a slice of melon or piece of other fruit."

- **LUNCH**

"I load up on carbohydrates. Bread and pasta are essential for energy. I also drink a lot of water—about a gallon a day to replenish what I've lost working out."

- **DINNER**

"My biggest weakness is Popeyes' spicy chicken. I have to have that for dinner a few times a week. If I'm being good, I go out and have some kind of lean meat or fish. Usually turkey, chicken or salmon."

GENE LOWHER/SLINGSHOT (FITZGERALD); ILLUSTRATIONS BY STEVE STANKIEWICZ; CORBIS (BAGEL); HULTON-DEUTSCH COLLECTION/CORBIS (PASTA GIRL); FREDDY PEROJO (CHICKEN)

Not bad for a bunch of idiots.

Reebok

Reebok is proud to have Manny, Big Papi, Schill, Wake, and Pokey as part of the family.

• NFL ROAD TRIP: PITTSBURGH, PA.

Gritty City

Steel yourself for a tour of the town that gave us Andy Warhol and Art Rooney

NOV. 7 >> PHILADELPHIA EAGLES AT PITTSBURGH STEELERS >> 1:00 P.M. EST

944 MILES WSW
Shreveport, La. QB-cum-knucklehead Fox announcer TERRY BRADSHAW was born here, attended nearby Woodlawn High and went to college 70 miles down I-20 at Louisiana Tech. Spent summers at grandparents' Hall Summit farm where "Pawpaw" Bradshaw taught him cotton-, cantaloupe- and watermelon-picking.

63 MILES E
Johnstown, Pa. Shooting location of 1977 classic *Slap Shot* with PAUL NEWMAN as minor league hockey player. Also shot here: 1983's *All the Right Moves*, starring Tom Cruise as scholarship-seeking high school football player.

197 MILES WNW
Findlay, Ohio Where 6' 5", 241-pound Pats-slayer and Steelers savior BIG BEN ROETHLISBERGER loomed large as a three-sport schoolboy. His number 7 Findlay High football jersey has been retired.

3,725 Miles NE
London, BIG BEN The 316-foot, 13-ton clock tower was completed in 1859 and looms high above British Parliament.

[13] HEINZ FIELD

- SEATING CAPACITY: 64,350; fifth-smallest in the NFL
- FIRST EVENT: N'Sync (Aug. 18, 2001)
- FIRST STEELERS GAME: Oct. 7, 2001 (Steelers 16, Cincinnati 7)
- STEELERS RECORD HERE: 22-8-1
- JUMBOTRON OPERATING STAFF: 35
- HOT DOG SALES PER GAME: Around 9,000, available in four delicious sizes.
- AMOUNT OF STEEL IN CONSTRUCTION: 12,000 tons—enough to build more than 16,000 midsized cars.

[1] CARLYNTON HIGH SCHOOL Steelers coach Bill Cowher grew up in Crafton, Pa., and lettered here in football, basketball and track. **[2] DAN MARINO FIELD** Down the block from the house where "Oakland Dan" Marino grew up and, says his mom, uttered his first word, "ball." **[3] WASHINGTON'S LANDING** When George Washington fell off his raft and into the icy Allegheny on Dec. 28, 1753, he took refuge near here. Steelers Ben Roethlisberger, Plaxico Burress and Duce Staley live in waterfront town houses. **[4] REDFIN BLUES** Burress recommends this Mexican seafood restaurant. ("The salmon is real good.") **[5] FORBES FIELD** Home of Steelers ('33–63) and Pirates ('09–70) before demolition in '71. Home plate remains in original location—encased in glass on the first floor of the U. of Pittsburgh's Posvar Hall—as does part of left centerfield wall over which Bill Mazeroski hit 1960 World Series–winning homer. **[6] WARHOL MUSEUM** Houses 4,000-plus works from the late pop artist and native son. Includes student projects from his days at Carnegie Mellon and iconic portraits of Marilyn Monroe and Elvis. **[7] ORIGINAL HOT DOG SHOP** Ranked by *Gourmet* and *USA Today* among 10 best places in the U.S. to get a dog. **[8] NORTH SIDE CATHOLIC CEMETERY** Resting place—alongside wife Kathleen—of North Side native and Steelers founder Art Rooney, who died at 87 in 1988. **[9] THREE RIVERS STADIUM** Steelers' home from '70 to 2000. Highlight: Dec. 23, 1972, Franco Harris's Immaculate Reception. Lowlight: fan dousing QB Kordell Stewart with beer in 1998. **[10] CORNER: NORTH SHORE DRIVE & ART ROONEY AVENUE** Bus stops at Heinz Field every 5–10 minutes on Sundays. In 1972 Harris rode one to practice ("I just want kids to know . . . you don't have to be flashy and show it off," he said) and hitchhiked home. **[11] WESTERN PENNSYLVANIA SPORTS MUSEUM** Wing of this Pittsburgh regional history center opens Nov. 13 with the cleats Marino wore the day he broke Fran Tarkenton's record of 342 career TD passes. **[12] MELLON ARENA** In 43 years the Igloo has hosted teams from the ABL, ABA, MISL, AHL, Arena Football and NHL. Jean Claude Van Damme's *Sudden Death* and Dr. J's *The Fish That Saved Pittsburgh* were filmed here. —*Adam Duerson*

Visitors' View

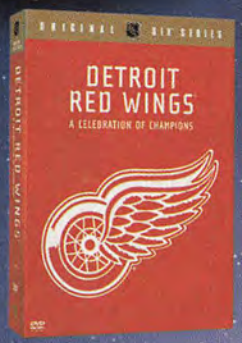
The Eagles talk about Pittsburgh

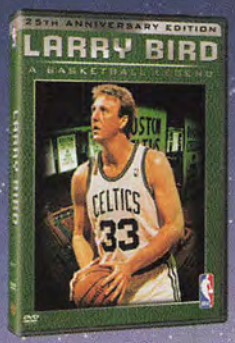
"When you come through that tunnel and see the lights of the city, there's nothing like it—the whole city opens up to you. It's also like Philly. They're both on a river, both hardworking, blue-collar cities. My favorite place is the Strip District. There's a market, restaurants, bars. It's real ethnic, real diverse." —*Steve Sciullo, guard*

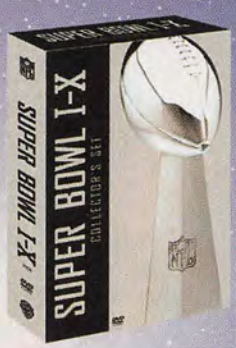
"First time I was there, I was like, My God, where am I? Then I grew to love it. It's an older city, and downtown closes at five o'clock. But I like the South Side—there are a lot of good restaurants and bars and stuff." —*Hank Fraley, center*

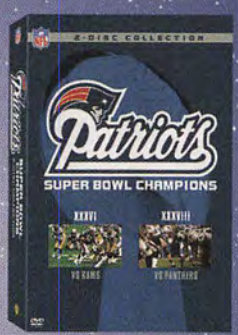
MAP BY STEVE STANKIEWICZ; NEIL LEIFER (BRADSHAW); WALTER IOOSS JR. (ROONEY); FRANCIS G. MAYER/CORBIS (WASHINGTON); WESTERN PENNSYLVANIA SPORTS MUSEUM (SNEAKERS); AP (WARHOL); CORBIS SYGMA (VAN DAMME); PHOTOFEST (NEWMAN); HARRY HARRIS/AP (MAZEROSKI); ANDREW MCCLOSKEY (HOT DOG); MANNY MILLAN (MARINO); JO CAIRD/GETTY IMAGES (BIG BEN); LOU CAPOZZOLA (ROETHLISBERGER); GARY TRAMONTINA/AP (COWHER); AP (HARRIS); GENE J. PUSKAR/AP (PITTSBURGH); ANDY LYONS/GETTY IMAGES (HEINZ FIELD)

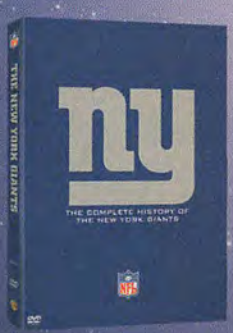
VISIONS OF BLITZES, DUNKS AND HAT TRICKS DANCED IN HIS HEAD.

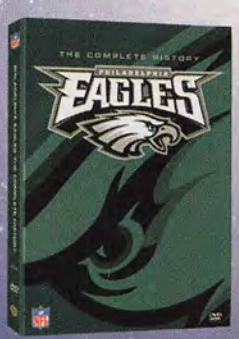


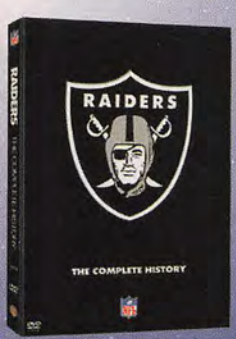


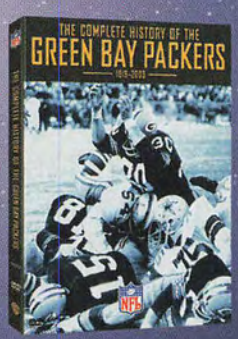


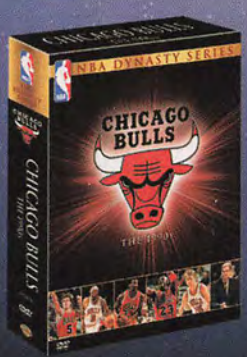


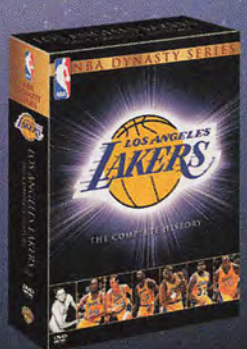


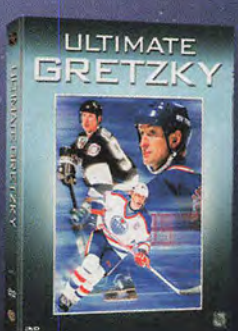












BUY THEM WHEREVER DVDs ARE SOLD

profootballdvd.com prohockeydvd.com probasketballdvd.com

warnervideo.com

NHL and NHL team marks are the property of the NHL and its teams. ©NHL 2004. All Rights Reserved. ©2004 Warner Bros. Entertainment Inc. ©2004 NFL Productions, LLC. ©2004 NBA Entertainment. ©2004 NHL Enterprises, L.P. All rights reserved.

CHARGED UP The Bosox' Doug Mientkiewicz took a flying leap at the battery of Foulke and Varitek after they retired the final Cardinals batter.

Sports Illustrated

Now Comes the Hard Part

Having won their first World Series in 86 years, the **Red Sox** face some difficult roster decisions—and, for once, the challenge to repeat

BY TOM VERDUCCI

Photograph by Robert Beck

TWO HOURS before Game 2 of the World Series, Boston Red Sox general manager Theo Epstein stood behind a pillar in the home dugout at Fenway Park, out of the sight lines of the media soldiers toting cameras and notebooks on pregame patrol. "What I'm worried about," Epstein said, "is getting so much face time that, if we should ever be lucky enough to win this thing, my life would be turned upside down. I don't need that. ¶ "Think about what this means to New England," Epstein continued. "If this team wins, the players, no matter how ancillary they are or what big stars, will be forever remembered and will always have a place here. Twenty years from now, I'm sure [reserve first baseman] David McCarty could move back here if he wanted to and some company would put him on the payroll in some capacity because he played on the 2004 Red Sox. It's a life-changing experience."

PLAY IT AGAIN Epstein (left, with Lucchino) savored the win but soon was looking ahead.

Seventy-two hours later, on a night when the sun, the earth, the moon and the World Series were aligned as never before—it was the first lunar eclipse to occur during a Fall Classic—Boston beat the St. Louis Cardinals 3–0 to complete one of the most one-sided of the 100 Series ever played. The '04 Red Sox, as Epstein had suggested, became immortals. The first major league team to win eight consecutive postseason games, the self-styled frat-house Idiots, with little use for convention, on-time arrivals or shaves and haircuts, won the first world championship in the lifetimes of all but a few members of Red Sox Nation, the first since Babe Ruth helped pitch Boston to the 1918 title.

Other Red Sox teams may win championships, but this one will linger in memory with the unmatched sweetness of a first kiss. Last Thursday, the day after Boston had completed a four-game sweep of St. Louis, a woman in suburban West Boylston looked out her front window and saw an otherwise normal-looking man in his late 50s walking up and down the block giddily swinging a broom. "I guess a lot of people can die happy now," Epstein said after Game 4.

His cover blown, Epstein, 30, is being hailed as the young architect of the Team That Ended the Curse. In 23 months on the job he obtained 16 of the 25 players on the World Series roster—and gave up only two big leaguers (shortstop Nomar Garciaparra and pitcher Casey Fossum) in the process.

Now comes the hard part: the cold business of moving on without some of those beloved players. Two starters and two regulars can become free agents by Nov. 11—righthanders Pedro Martinez and Derek Lowe, catcher Jason Varitek and shortstop Orlando Cabrera. (Boston picked up third baseman Bill Mueller's $2.1 million 2005 option last Friday.) In addition infielder Pokey Reese, outfielder Gabe Kapler, catcher Doug Mirabelli and relief pitchers Curtis Leskanic, Mike Myers and Ramiro Mendoza are eligible for free agency. (Kapler was the first to file, the day after the Series ended.)

"We will not put the interests of any one individual above what we feel is the greater good of the team," Epstein says. "It can be very dangerous to fall in love with a team because it went to the World Series. If you take two teams that each won 95 games, and one of them went to the playoffs and one of them did not, I can almost guarantee you that the next year the team that didn't make the playoffs is going to be better because it will take a more critical view of itself and address weaknesses. As much as I'd like to bring all the guys back, you have to look at it objectively and make the tough decisions."

Says Red Sox president Larry Lucchino, "We set our goal not just to bring a world championship to Boston, but world championships. We're going to try to keep this going. This is not the end of something. It's a start." With every seat sold at Fenway Park, a wildly successful team-owned cable network and interest in the club at an all-time high, the Red Sox, who have won at least 93 games for three years running, have the resources to remain a powerhouse.

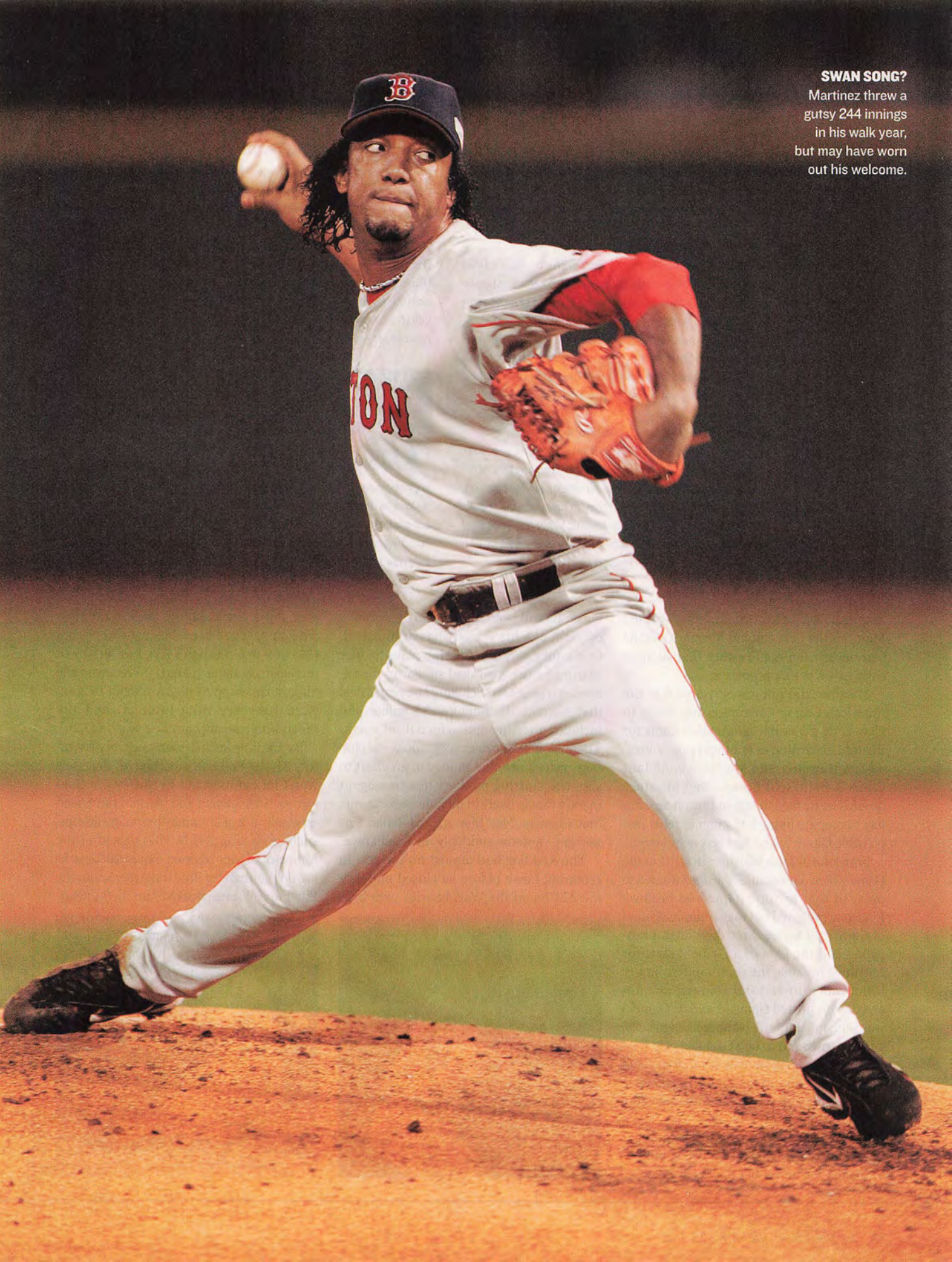
WHETHER TO re-sign Martinez and Lowe may be the trickiest decisions. They combined for 30 wins and one out shy of 400 innings in the regular season. They started half of the team's 14 postseason games. The Red Sox were 6–1 in those starts, including Games 3 and 4 of the Series, in which Martinez and Lowe threw twin seven-inning, scoreless, three-hit gems.

Martinez's starts at Fenway have been festive occasions because of the charisma and bravado he brings to the mound—not to mention his 117–37 record in a Boston uniform. He turned 33 during the World Series and, including his postseason work, threw a career-high 244 innings this year. "Contract year," two key Boston decision-makers say dismissively of Martinez, whose 33 starts were his most since 1998. Martinez earned $17.5 million this year, the highest single-season salary ever for a pitcher.

"As much as I'd like to bring all the guys back," Epstein says, "you have to look at it objectively and **MAKE THE TOUGH DECISIONS**."

Martinez is well-known for his off-field eccentricities. For instance, he has long been known to carve out his own schedule. After he was removed from his Opening Day start against the Orioles (he gave up two earned runs in six innings), Martinez left Camden Yards during a game Boston eventually lost 7–2. According to one club source, first-year

MIKE BLAKE/REUTERS (LEFT); ROBERT BECK



SWAN SONG? Martinez threw a gutsy 244 innings in his walk year, but may have worn out his welcome.

What's Cooking on the Hot Stove

THE RED SOX proved that champions can be made in November and December, having traded for ace Curt Schilling last Nov. 28 and signed free-agent closer Keith Foulke 15 days later. This year's hot stove league could be equally enriching for some team. Here's what to look for.

The courtship of Carlos Beltran

He's only 27 years old, switch-hits with power, is a Gold Glove–caliber centerfielder *(left)*, may be the best base runner in the game, responded to his first postseason with a record-tying eight homers and flosses regularly. Oh, and one more enhancement to his value: The Yankees haven't won the World Series in four years. The Astros will try to retain Beltran, who's likely to hear from the Cubs, Red Sox, Orioles and Dodgers, among others. And did we mention the Yankees?

The breakup of Oakland's Big Three

With the emergence of Rich Harden as a premier starter in 2004 and Tim Hudson eligible for free agency after next season, the A's will entertain trade offers for Hudson, Mark Mulder or Barry Zito *(left)*, who have been in the A's rotation for five years. Oakland would likely prefer to deal Zito, who's been inconsistent of late (and who, like Mulder, has an option year for '06) to free some money to sign Hudson to an extension.

Shortstop roulette

More than one third of the majors' regular shortstops are eligible for free agency: Nomar Garciaparra (Cubs, *left*), Edgar Renteria (Cardinals), Cristian Guzman (Twins), Orlando Cabrera (Red Sox), Omar Vizquel (Indians), Jose Valentin (White Sox), Barry Larkin (Reds), Royce Clayton (Rockies), Craig Counsell (Brewers), Deivi Cruz (Giants) and Chris Gomez (Blue Jays). Any or all of them could be on the move. Keep in mind that the shortstops for the past four world champs (Tony Womack, D-Backs; David Eckstein, Angels; Alex Gonzalez, Marlins; and Cabrera) have combined for two career All-Star appearances (Womack in 1997 and Gonzalez in '99).

Big-name (and big-money) trade talk

Randy Johnson *(left)*, 41, has one year left at $16 million for a D-Backs team that lost 111 games. The Cubs may be tired of Sammy Sosa, who turns 36 on Nov. 12, but does another club want him enough to pay him $39.5 million for two years? Manny Ramirez's availability is an annual postseason rumor because of his $20 million salary. The Yankees would so love to dump the injury-prone, 39-year-old Kevin Brown that they would eat a big chunk of the $15 million owed him. Mike Piazza, 36, and his $15 million salary are available from the Mets. The rumors will fly, but bloated salaries make the likelihood of any of these players being dealt remote.

manager Terry Francona harshly scolded Martinez the next day, but Martinez said he had never been made aware that such an early exit was inappropriate.

Martinez did not attend Game 6 of the American League Championship Series in New York, a possible elimination game for Boston. According to another team source, assistant trainer and Martinez confidant Chris Correnti told Epstein that Martinez decided he wanted to stay in Boston an extra day to prepare himself to pitch in relief in a possible Game 7. The Red Sox acquiesced.

Francona did use Martinez in relief in the Game 7 blowout because Martinez wanted to pitch in that historic game and because Francona preferred not to use him in Game 1 of the World Series three days later. Francona liked the idea of a Game 3 start for Martinez because the righthander pitches better with extra rest and in warmer weather. (Boston hosted Games 1 and 2; Game 3 was scheduled for the National League city, which turned out to be St. Louis.)

Several Red Sox sources say that the club has grown weary of the high-maintenance Martinez but still values his craftsmanship, which has allowed him to remain effective even though his velocity has diminished. One source says that the club plans to offer Martinez a two-year deal similar to the extension it gave Curt Schilling last year, a deal that guaranteed Schilling $25.5 million and included a vesting option for a third year at $13 million. If Martinez seeks more, the club may instead use that money in an effort to sign two starting pitchers in a free-agent market that is likely to include Carl Pavano, Matt Clement, Matt Morris, Brad Radke, Kris Benson—and the suddenly revalued Lowe.

The Red Sox had almost no interest in retaining Lowe before he closed out both the ALCS and the World Series with brilliant starts. Lowe, 31, has the second-most wins in baseball over the past three years (52, to Bartolo Colon's 53), but he's been increasingly inconsistent; he received the highest run support of any pitcher in 2003 (7.26 runs per nine innings) and the second-highest support last season (7.29).

By trading former icon Garciaparra on July 31, the Red Sox have shown that they won't let emotion get in the way of bold moves. And Epstein and his staff have been especially adept at under-the-radar pickups, such as signing DH David Ortiz after the Minnesota Twins released him in 2002, picking up righthander Bronson Arroyo after the Pittsburgh Pirates waived him in '03, send-

FREE-AGENT ODDS A strong October by Lowe (near left) boosted his value, but Varitek is the better bet to stay in Boston.

JOHN BIEVER (BELTRAN, GARCIAPARRA); MICHAEL ZAGARIS (ZITO); JASON WISE (JOHNSON); DAMIAN STROHMEYER (LOWE); ROBERT BECK (VARITEK)

The Roger Clemens retirement watch

Can he really walk away after a Cy Young–caliber season? Sandy Koufax did it in 1966, though elbow pain prompted his departure. A healthy Clemens *(left)*, with 328 wins, needs only two to pass Steve Carlton for ninth place on the alltime list and become the winningest pitcher alive. Clemens is reportedly leaning toward retirement, and speculation is that if he were to return it would only be with his hometown Astros.

The valuation of Adrian Beltre, J.D. Drew and Carl Pavano

After years marred by underachievement and injuries the Dodgers third baseman (major league–high 48 home runs), Braves outfielder (31 homers) and Marlins pitcher (18–8, 3.00 ERA), respectively, had breakout seasons just in time for free agency. But for how much and for how long are teams willing to wager that Beltre *(left)*, 25, Drew, 28, and Pavano, 28, will continue to perform at the level they reached in '04?

The Rockies' garage sale

Outfielder Preston Wilson *(left)*, catcher Charles Johnson and lefthander Denny Neagle are owed $40 million combined next year, including a $9 million buyout on Neagle's contract for 2006. The team can't fully rebuild until those contracts come off the payroll. Johnson will likely be traded or cut, but Colorado is probably stuck with Wilson (limited to 58 games by a knee injury) and Neagle (who missed all of last year after elbow surgery).

The autonomy of Omar Minaya

After three straight losing seasons the Mets publicly gave Minaya *(left)*, their new general manager, free rein to pick the next manager—leading contenders Willie Randolph (the Yankees' bench coach) and Rudy Jaramillo (the Rangers' hitting coach) have no big league managing experience—and rebuild an aging team. Minaya's every move will be dissected by the New York media and fans.

Filibustering in Washington

Mayor Anthony A. Williams *(left)* and the denizens of D.C. are on cloud nine, but the artists formerly known as the Montreal Expos will probably not get a new owner until after the first of the year. With Major League Baseball continuing to run the team and restricting spending in the interim—and no G.M. in place—Washington will remain at a competitive disadvantage through the sport's key acquisition season.

The Hall of Fame vote

Wade Boggs *(left)*, with 3,010 hits, is the only lock among the first-time candidates on the ballot to be mailed to baseball writers in December. Last year's top two runners-up, Ryne Sandberg (.285 lifetime average and 282 homers, solid numbers for a second baseman) and Bruce Sutter (300 saves, 2.83 ERA), could inch closer to, and maybe even into, the Hall, after the results are announced on Jan. 4. —T.V.

ing cash to the Florida Marlins last year to get Kevin Millar (who was all but gone to a Japanese club) and trading a minor leaguer to the Colorado Rockies for second baseman Mark Bellhorn on Dec. 16, 2003.

Varitek is a critical piece of the off-season puzzle. The franchise has no ready replacement, and there are no comparable options on the free-agent market. Varitek, 32, wants to remain in Boston, where he's a career .299 hitter (while batting .244 on the road). He may seek a five-year contract that tops the $51 million over five years that the Yankees shelled out to re-sign Jorge Posada in 2002. The Red Sox view an expensive, one-year arbitration award as a possible fallback.

Cabrera, 30, earned $6 million this year and may have more value to another club, since Boston has top prospect Hanley Ramirez on the horizon. The Red Sox like Cards shortstop Edgar Renteria, who's eligible for free agency, but they could also seek a short-term answer, such as free agent Omar Vizquel, 37, to keep the job warm for Ramirez, 20, who hit .310 in Double A.

EVEN IF it makes personnel changes, Boston intends to maintain its offensive personality: a deep lineup that wears down pitchers with power and patience, a philosophy tailored for its cozy ballpark. No other team in baseball sent more hitters to the plate or forced pitchers to throw more pitches last season. The Red Sox used the same grinding tactic in the World Series.

They knew going in that the Cardinals' pitchers would have trouble with their lineup. When Francona and his coaches met with Boston scouts and executives eight hours before Game 1, the meeting room quickly filled with confidence. "With [Cardinals ace righthander Chris] Carpenter out, they had no one with a plus pitch," says a source who was at the meeting. "We crush that kind of pitching." St. Louis pitchers threw 678 pitches in four games, walked 24 batters and struck out only 20. Cardinals starters were able to get the Red Sox to swing at and miss only 16 of 369 pitches.

Boston's other, more celebrated personality trait—the lack of conventional discipline—may change. The season that opened with Martinez going AWOL in the opener ended with Manny Ramirez carrying a portable music player in a pants pocket of his uniform and chatting on a cellphone during team warmups before Game 4 of the World Series. Francona and Epstein would like a more professional approach without losing the exuberance. "Every team every year has its own personality," Epstein says. "One of the things we'll start to see is [more discipline when we] mix in players who have come up through our system." Besides Hanley Ramirez, third baseman Kevin Youkilis and lefthander Jon Lester figure to grow into larger roles within the next two years.

The Red Sox may have been daffy, but rarely has a World Series–winning team had a deeper understanding of its own significance. "I came here to be a part of history," closer Keith Foulke, who signed on last winter as a free agent, said in the raucous clubhouse after the clincher. "And we did it. Now they can take that curse and stick it where the sun don't shine."

Before the last bottle of champagne had been emptied, the Red Sox began planning a World Series trophy tour. The team intends to cart the hardware not only around New England but also to other Red Sox Nation hot spots, such as a Santa Monica, Calif., bar where Red Sox fans convene, the team's spring training complex in Fort Myers, Fla., and a training facility in the Dominican Republic. The Red Sox want to give their famously long-suffering fans a chance to share the world championship in a tactile way, one that heightens the euphoria or even provides some physical proof that they were not dreaming last week. That feeling will never be exactly the same again, and neither will the Red Sox roster. □

BOB ROSATO (CLEMENS); BRAD MANGIN (BELTRE); LARRY GOREN/WIREIMAGE.COM (WILSON); FRANK FRANKLIN II (MINAYA); JAMIE SQUIRE/GETTY IMAGES (WILLIAMS); SPORTSCHROME (BOGGS)

HIGH GEAR Cadillac has been in overdrive in the Tigers' West Coast offense—against Ole Miss he had 70 yards receiving and 96 rushing.

This Time They're For Real

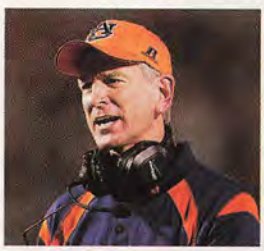
After failing to live up to their top billing last year, the revitalized Auburn Tigers have dominated the SEC this fall—and are clawing at the door of the BCS title game

BY AUSTIN MURPHY

Photographs by Bob Rosato

TOP 10 teams were taking the pipe all over the South, and now it looked like Auburn's turn. Late in the first half of a scoreless game last Saturday night, Ole Miss had the visitors backed up to their one-yard line. Spurred on by the vocal, well-dressed and well-lubricated crowd in Oxford, the roused Rebels were threatening to spoil the Tigers' unbeaten season. ¶ So it seemed, at any rate, for the duration of one TV timeout. In two plays—two beautifully thrown balls by senior quarterback Jason Campbell—Auburn was 60 yards up the field. Six plays later Campbell scored on a sneak. The Tigers won going away, 35–14.

It was a sloppy victory, but one that triggered joyous celebration among the orange-clad hordes who'd made their way to Faulkner country. With the win Auburn clinched the SEC Western Division, earning a spot in the conference title game on Dec. 4 in Atlanta. There the Tigers are likely to face Tennessee, a team on which they have already opened one can of whoop-ass this season. Then what? Should they finish undefeated, they could—given their current No. 3 standing in the BCS, behind USC and Oklahoma—be excluded from the national title game. And be, like Prince Humperdinck in *The Princess Bride*, very put out.



VINDICATED Tuberville is more secure than ever.

Not that you'll catch any of them looking ahead. These guys learned that lesson last year. After getting smoke blown up their backsides throughout the summer of 2003—some national publications had them as the preseason No. 1—the Tigers dropped their first two games. Recalls left tackle Marcus McNeill, "We went into last season with a swagger we hadn't really earned. This year we want to take it one game at a time, seize the moment, play every game as if it's our last."

More remarkable than even that triple cliché is the fact that Auburn has been winning with an undersized defense that was supposed to struggle this year. That unit lost four starters to the NFL after '03 but is now second in the nation in scoring defense (9.7 points per game) and arguably first in cohesiveness and attitude. "Our motto is Meet me at the ball," says middle linebacker Travis Williams, who had a game-high 12 tackles against Ole Miss. "If a couple of guys don't make it to the ball, we get on 'em. We tell 'em, 'Hey, you missed the meetin'.' " Also, they're mean. "On offense," says strong safety Junior Rosegreen, "[offensive coordinator Al] Borges talks about being greedy. On defense [defensive coordinator Gene] Chizik talks about being a [jerk]."

Beg your pardon, Junior? "You know, giving the other team a hard time. Making 'em fear you."

When they're not admiring the work of Rosegreen, Williams & Co., Tigers fans have thrilled to the most potent and imaginative offense seen on The Plains in recent memory. (Auburn's first scoring drive on Saturday night included a triple reverse.) If defenses sit back in a soft zone, the better to control the damage done by Campbell, he hands the ball off to Carnell (Cadillac) Williams or Ronnie (the Hummer) Brown. Both are seniors, and both will go high in next spring's NFL draft. Both also postponed pro careers to take care of unfinished business at Auburn. Neither cares that sharing the backfield means they won't put up

Adrian Peterson–like numbers. (Each had 16 carries against Ole Miss: Brown for 100 yards, Williams for 96.) "I didn't come back to win the Heisman," says Cadillac. "I came back to win a championship."

STANDING SENTINEL before a bank of cabinets in Tommy Tuberville's opulent office is a stuffed turkey. The bird was bagged, if anyone asks, by Tuberville's 10-year-old son, Tucker. ("I killed it," says the Tigers coach, "but Tucker was with me, so he thinks it's his.") In cardboard boxes inside those cabinets are printouts of some 15,000 e-mails, tangible evidence of a torrent of support for the coach following a stunning act of duplicity last year.

On Nov. 20, 2003, as Tuberville prepared the team for its annual showdown with Alabama, an Auburn contingent that included university president William Walker, athletic director David Housel and two members of the board of trustees was boarding a private jet bound for Louisville. There they met with Cardinals coach Bobby Petrino in hopes of luring him to The Plains to replace Tuberville. Even in a conference renowned for its treachery, this stunt stood out. Yes, Tuberville's team had underachieved. Unlike the conspirators in the jet, however, the Auburn community saw a bigger picture. The personable, upright Tuberville was well liked. His guys went to class and stayed off police logs. He deserved better.

Despite rumors of his impending dismissal that were swirling around him in the week before the 2003 Iron Bowl, Tuberville focused on business. He told his assistants that things "didn't look good," then asked them to prepare the team as best they could. Auburn beat the Crimson Tide for the third time in Tuberville's five-year tenure. "He put us first, just like a parent would have," recalls noseguard T.J. Jackson. "I love and respect the man."

Three days after the Alabama game, news of the clandestine mission broke. "It was tough," says Tuberville. "You go through a year of ups and downs thinking it can't get much worse, and then this happens." The trip to Louisville caused an immediate backlash. The Auburn community rallied behind Tuberville and railed against Walker and Housel. A sampling of those e-mails:

I wish to express my profound disgust with the manner in which this board, President Walker and Mr. Housel have conducted themselves.—W.T.C., Class of '69.

If the people responsible for this fiasco remain, I will no longer support Auburn.—Brian, Class of 2000.

I will never forget the treachery of our current "leaders."—Joseph F., Class of '79.

While Tigers fans and local media vilified Walker, Tuberville kept to the high road. "I didn't take [the recruiting of Petrino] personally," he says. "I looked at it as a business decision they made." If so, it was a poor one. Walker resigned in January; Housel will step down after this season (though he says that decision has nothing to do with the Petrino affair).

Tuberville's calm and dignity laid the foundation for this season's success. It helped that the Tigers didn't open with Southern Cal, as they had in '03. Auburn lost that game to the eventual co–national champs 23–0. Hung over with disappointment, the Tigers were beaten the following week at Georgia Tech and went on to finish the year 8–5. This fall they opened

Heisman Double Team

Only three times since 1950 has a Heisman winner had a teammate who finished in the top five in the voting. (In '83 Nebraska's Mike Rozier won and Turner Gill was fourth; in '72 the Cornhuskers' Johnny Rodgers was first and Rich Glover third; in '64 John Huarte of Notre Dame won and Jack Snow was fifth.) But this year *four* teams have two solid candidates. While conventional wisdom says teammates siphon votes from each other, the sheer quality of these eight players suggests that the '04 winner will come from this group.

OKLAHOMA True freshman **Adrian Peterson** has burst to the front of the Heisman pack with one of the most jaw-dropping debuts in college football history. He's third in the nation in rushing, at 159.0 yards per game, and his maturity has been nearly as impressive. The Sooners have relied on him heavily as a second-half weapon, and he has ground down defenses with his remarkable combination of power and speed. Meanwhile sixth-year senior quarterback **Jason White**, the Heisman incumbent, has bounced back strongly from last season's late collapse, connecting on 64% of his passes, for 20 TDs and just four interceptions.

IN THE RUNNING Bush (left) and Peterson have Heisman rivals on their own teams.

USC Junior quarterback **Matt Leinart**, the consensus preseason pick, has done nothing to hurt his Heisman candidacy, completing 65.4% of his passes for 18 touchdowns and four interceptions for the No. 1 Trojans. But much of his thunder has been stolen by supersoph **Reggie Bush**. The most electrifying player in the nation, Bush is averaging 171.6 all-purpose yards and has 11 touchdowns, including a dazzling 59-yard punt return in USC's 42–12 demolition of Washington State last Saturday.

CALIFORNIA If there's a quarterback better than Leinart, it's junior **Aaron Rodgers**, who outplayed his counterpart in their Oct. 9 showdown and has hit on 71.1% of his passes, helping position the Bears for their first Rose Bowl berth since 1959. Rodgers's backfield mate, senior **J.J. Arrington**, is fourth in the nation in rushing (158.0 yards per game) and is the only player other than Oklahoma's Peterson to have rushed for 100 yards in every game.

MICHIGAN Two Wolverines have thrust themselves into the Heisman race. True freshman back **Michael Hart** has been even more productive than Peterson recently, with three straight 200-yard rushing performances following his breakout 160-yard game against Minnesota on Oct. 9. Over the same span **Braylon Edwards** has solidified his standing as the nation's top wideout. He had a Heisman-worthy performance in last Saturday's 45–37 win against Michigan State, with 11 catches for 189 yards, including two leaping grabs in the end zone in the fourth quarter and a 24-yard catch-and-run for the game-winner in the third overtime.

SI'S HEISMAN TOP FIVE (this week) 1. Peterson 2. Rodgers 3. Bush 4. Leinart 5. Edwards

PETER READ MILLER (BUSH); JOHN W. MCDONOUGH (PETERSON)

WELL MET Safety Will Herring and the "meet me at the ball" defense have allowed the second-fewest points in the nation.

with routs of Louisiana-Monroe and Mississippi State before hosting LSU, the other defending national champion. Less than seven minutes were left in that game when Auburn took over on its own 41, trailing 9–3. If the home fans at Jordan-Hare Stadium could have heard what Campbell said in the huddle—"We're going to win this game 10–9"—they would have been forgiven for thinking, *Yeah, right.*

A *Parade* All-America at Taylorsville (Miss.) High, Campbell was recruited by most of the top programs in the country. At 6' 5", 225 pounds, he was tall, strong-armed and mobile. Before playing in a game at Auburn he was nicknamed the Future.

The Future was a bit slow in arriving. He started eight games as a freshman, throwing as many picks (four) as touchdowns. He tantalized with 11 TD passes as a sophomore but last season was often unable to find a rhythm. As recently as in this year's opener he was booed in his home stadium.

On fourth-and-12 on that final drive against LSU, Campbell called Knock Nine Comeback, a pass to wideout Courtney Taylor. LSU brought the house, forcing Campbell to roll out to the right. Just before he was drilled—and before Taylor had come out of his break—Campbell threw to a spot 14 yards downfield. Taylor turned, found the ball, made the catch and moved the chains. Three plays later Campbell calmly waited until Taylor came open in the end zone, then fired a 16-yard strike through a welter of limbs. Final score: 10–9.

That game—indeed, that drive—propelled Campbell to a higher level. In Auburn's next SEC game, against Tennessee, he was again on fire against a ranked opponent. With skeptics doubting that the Tigers could beat a tough team on the road, Campbell completed 12 of 15 passes for 240 yards and two touchdowns in the first half of a 34–10 win. He was close to perfect in a 38–20 thumping of Arkansas: 17 completions in 19 attempts, 297 yards, three TDs, no picks.

Campbell takes mild exception to talk of his finally "arriving" this year. He feels he's played pretty well in each of his four seasons. His teammates see a quarterback who has taken the final step toward realizing his potential. "Jason's more relaxed this year," says Williams. "He's showing more leadership; he doesn't seem to get nervous. I think also he's benefited from the relationship with Coach Borges."

> Says Borges, "What I'm trying to do with Campbell is keep him grounded in fundamentals, so he's not afraid to make a mistake. He's got a **LET 'ER RIP** mentality this year."

AH, YES, Borges: the toast of the town, the Hawaiian-shirt-sporting savant who has unleashed the powers of Auburn's offense. When Tuberville hired him from Indiana to be his fourth offensive coordinator in four years, the politest response he got was some head-scratching. "It was gutsy of Tommy to hire me," says Borges. "I'm sure there were some sexier candidates."

Borges, a disciple of the West Coast offense, had been the coordinator at UCLA for four years in 2000 when, feeling in a rut, he took the same job at Cal. It was like stowing away on the *Lusitania*. The Bears went 1–10, and he and the rest of the staff were fired. Borges spent the next two years as the coordinator at Indiana, the basement of Big Ten football.

After Tuberville hired him, one of the first things Borges did was meet with Brown and Williams, his stud backs. He assured them that he wasn't about to turn Auburn's offense into a passing circus. His version of the West Coast offense, Borges told them, was balanced. He would even put them on the field at the same time, line them up as receivers, throw them more passes than they'd ever seen. It sounded like fun. On the final day before underclassmen could declare for the 2004 NFL draft, Brown and Williams met with Tuberville and told him they'd both be returning.

"That," says Tuberville, "was a good day."

How would Borges and Campbell work together? After all, this would be the quarterback's fourth coordinator. Borges came to see that as a plus. Campbell had been "inundated by such a potpourri of offenses," says Borges, that he had little trouble understanding what the new guy taught him. "His learning curve wasn't steep."

Borges has emphasized precision in the passing game, and Campbell, always an accurate passer, has lapped it up. "What I'm trying to do with the kid is keep him grounded in fundamentals," says Borges, "to allow him to play so he's not afraid to make a mistake. He's got a little more of a 'Let 'er rip' mentality this year."

With a no-name defense shutting down opponents; with Cadillac and the Hummer tearing it up on the ground; with Campbell letting 'er rip, the Tigers are 9–0 for the first time since 1994. At Auburn, the Future is now. □

Ben There, Done That

Playing more like a seasoned veteran than a raw rookie, Pittsburgh quarterback Ben Roethlisberger has led the surprising Steelers to the top of the AFC

BY MICHAEL SILVER

Photographs by John Biever

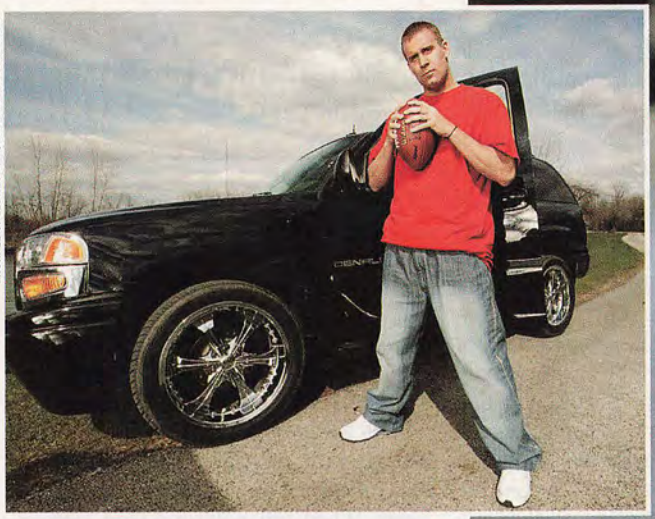
"CAN YOU hold my babies?" the young mother asked Ben Roethlisberger as the Pittsburgh Steelers' rookie sensation walked out of a greeting card shop in the Robinson Town Center Mall one day early last week. "That way I can take your picture." ¶ The woman had an infant in her left arm and an even tinier newborn in her right and was holding each of them the way a reckless running back might cradle a football in the open field. She turned to her left so that Roethlisberger, a 22-year-old quarterback who is the toast of sports fans throughout western Pennsylvania and the talk of the NFL, could easily take the newborn from her. Temporarily speechless, he showcased his deceptive mobility, backpedaling into the store as though she were offering a package labeled ANTHRAX. "Uh, you know, I've got a little bit of a cold," Roethlisberger said. "So it's probably not the best idea."

Just in time to lend a pair of helping hands, the woman's shopping companion showed up and took the newborn from its mother's arms. As Roethlisberger posed, both women ogled the 6' 5", 242-pound quarterback while another shopper cooed at the newborn. "He's a week-and-a-half old," said the woman now holding the newborn. "He came out at nine pounds, two ounces, so we call him Big Ben."

Ah, so the child's name is Benjamin?

"No," she said. "His name is Dominic."

O.K., so parents aren't yet naming their babies after the NFL's most attention-



MICHAEL J. LEBRECHT II/DEUCE3 PHOTOGRAPHY

SLINGIN' IT Teammates and opponents have been impressed by Roethlisberger's poise and toughness, if not his wheels.

ROETHLISBERGER
7

grabbing rookie passer since Dan Marino, but all over the Steel City and the surrounding area, you can certainly find yourself a Roethlisburger: At Peppi's, for instance, the artery-clogging hoagie bearing that name (beef, sausage, scrambled eggs, American cheese) goes for $7, matching Ben's jersey number.

Such is the nature of instant success in a culture that worships star quarterbacks. Constantly in search of the Next Big Thing, NFL fans have winced as virtually every hotshot rookie signal-caller since Marino, who turned in a Pro Bowl effort for the 1983 Miami Dolphins, did a face-plant when forced into action. From Troy Aikman's 55.7 passer rating during the Dallas Cowboys' 1–15 season in '89 to Peyton Manning's 28 interceptions in the Indianapolis Colts' 3–13 campaign in '98, even the brightest prospects have flailed spectacularly at the start of their careers.

Now, six months after he was the 11th pick in the draft out of Miami of Ohio, six weeks after he was thrust into the Steelers' starting lineup when Tommy Maddox tore a tendon in his throwing elbow, Big Ben is officially on the clock. On Sunday, Roethlisberger ran his record as a starter to 5–0—among rookie passers only the Steelers' Mike Kruczek, who went 6–0 in 1976 (without throwing a touchdown pass), has won more consecutive games to start an NFL career—in leading Pittsburgh to a 34–20 victory over the New England Patriots. While ending the Pats' league-record winning streak at 21 games, Roethlisberger completed 18 of 24 passes for 196 yards and two touchdowns.

Because his learning curve has been so steep, the Steelers, who wheezed to a 6–10 record in 2003, have emerged as the biggest surprise of the first half of the season. At 6–1, Pittsburgh is two games ahead of the Baltimore Ravens in the AFC North and tied for the best record in the conference.

Dubbed the best rookie quarterback since Marino by Cowboys coach Bill Parcells in mid-October, Roethlisberger, with a 70.1 completion percentage and nine touchdown passes against four interceptions, is third in the AFC with a 104.7 passer rating, behind Manning and the San Diego Chargers' Drew Brees. Teammates and opponents alike have been blown away by his eerily calm demeanor, his ability to shake off adversity and his knack for making plays outside the pocket. Eli Manning and Philip Rivers were the first and fourth picks in the draft, respectively, but it's the kid from small-town Findlay, Ohio, who's large and in charge—and, it turns out, pretty spry for a wide guy.

FAMILY HUDDLE Big Ben takes a snap with his mother, Brenda; sister, Carlee; and father, Ken, in his hometown of Findlay, Ohio.

"His size and strength have helped him," said Patriots coach Bill Belichick. "You **CAN'T KNOCK HIM DOWN**, and he can throw the ball as far as he wants to. There have been quarterbacks who have played 10 years and don't do as good a job."

"I think his strength and size have helped him," Patriots coach Bill Belichick said before his team faced Roethlisberger. "You can't knock him down, and he can throw the ball as far as he wants to. There have been a lot of quarterbacks who have played 10 years and don't do as good a job."

Thus a trip to a mall near the Pittsburgh airport can cause quite a stir. Mindful that his low-key lifestyle is hard to maintain amid the public frenzy, Roethlisberger resolved to run all of his errands at once early last week and methodically compiled a long to-do list. Alas, the list was left at home, forcing him to do what he does so well on the football field—improvise.

After purchasing a thank-you card for the neighbors who keep baking him apple pies, then buying 10 identical very long, white T-shirts from Foot Locker ("You've got to have clean ones," he explained), Roethlisberger set off in search of an oversized bathrobe. He stopped to answer his cellphone, quickening his pace after a brief conversation. "That was Plaxico," Roethlisberger said.

In addition to being one of Roethlisberger's best friends on the Steelers, Plaxico Burress is a supremely talented fifth-year wideout who has been on the receiving end of some of the quarterback's spectacular throws. Like most of Pittsburgh's veterans, Burress, who on Sunday had touchdown receptions of 47 and four yards, did not immediately warm to the notion of a rookie's being thrust into the team's most high-profile position. That sentiment was enunciated most clearly by three-time Pro Bowl guard Alan Faneca, who, when asked in the wake of his close friend Maddox's injury if he was excited about Roethlisberger's first start, snapped, "No, I'm not excited. Do you want to go to work with some little young kid who's just out of college?"

Roethlisberger made his first start on Sept. 26 in less-than-ideal conditions, facing the Dolphins' vaunted defense in Miami as the tail end of Hurricane Jeanne passed over South Florida. On his first play Roethlisberger forced a sideline pass to fullback Dan Kreider; the ball sailed straight into the hands of Miami cornerback Patrick Surtain. "We were like zombies on the sideline," Burress recalls. "We were saying, 'Not *this*'—because the average rookie would just go in the tank. Then it started raining and we thought, It's gonna be a *looooong* night."

Roethlisberger laughed off the mistake, steeled himself and eventually threw a fourth-quarter touchdown pass to secure a 13–3 victory. The next week he led a late scoring drive to produce a come-from-behind 28–17 victory over the Cincinnati Bengals, then ran for one touchdown and threw for another in a 34–23 triumph over the Cleveland Browns. On the road against the Cowboys on Oct. 17, Roethlisberger

MICHAEL J. LEBRECHT II/DEUCE3 PHOTOGRAPHY; THOMAS E. WITTE (TOWEL)

completed his last nine passes and finished 21 of 25 in a 24–20 victory, one that featured a fourth-quarter comeback from a 10-point deficit.

"He is amazingly calm," says running back Jerome Bettis, a 12-year veteran. "I've seen a lot of rookie quarterbacks over the years, but I've never seen a guy come in with the awareness that he has, not only in understanding the plays, but also in staying relaxed." Roethlisberger demonstrated that he's tough, too, in the first quarter of the game against the Browns, rolling to his right and taking a ferocious hit from defensive tackle Orpheus Roye as he delivered a 48-yard completion to Burress. Two plays later he ran for a six-yard touchdown to give Pittsburgh a 14–7 lead. "I think everybody's been pleasantly surprised," says Faneca. "He's able to put everything else aside and make plays."

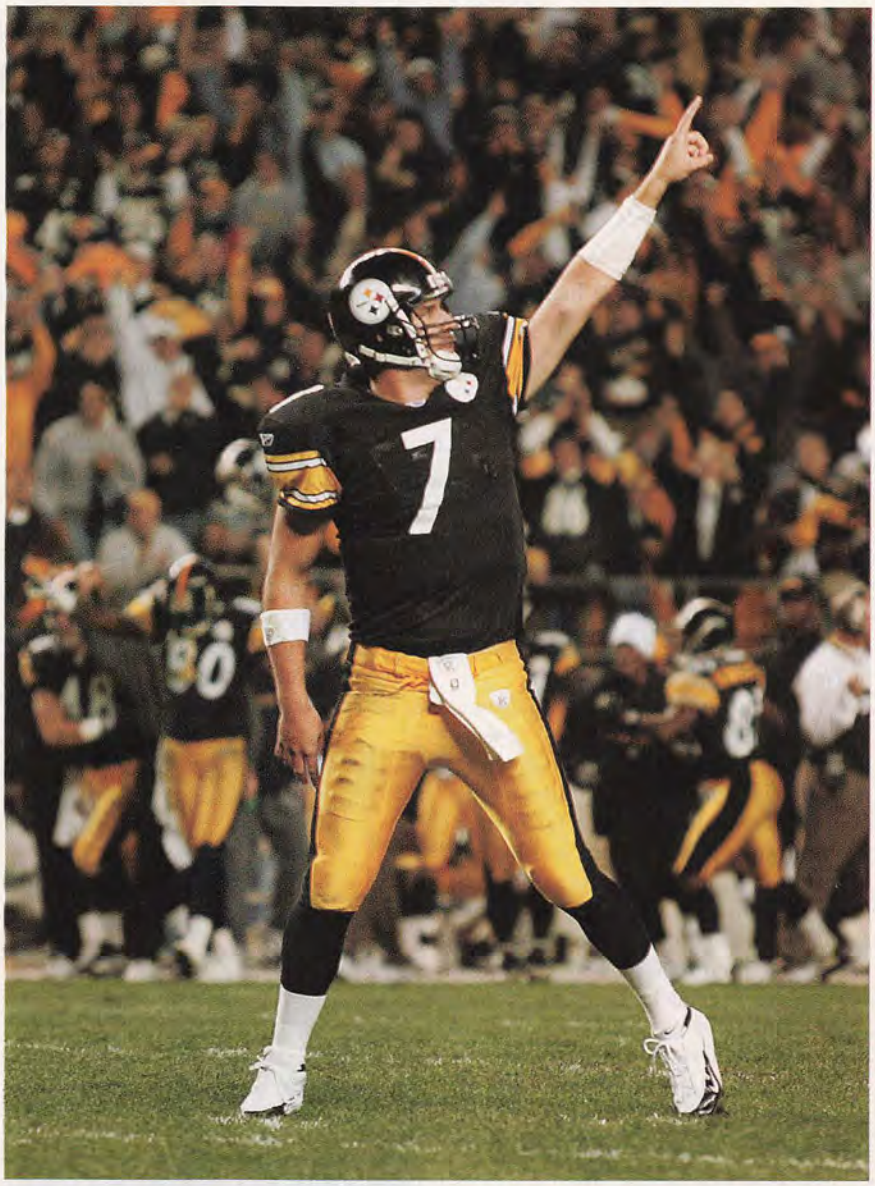
His transition, though, has not been seamless. "The first game [against the Dolphins] there were a couple of plays where the formation was flipped, and we were running plays the wrong way," center Jeff Hartings says. "But he has come a long way, and fast." As is typical for a raw quarterback, Roethlisberger has been blitzed frequently and bombarded with intricate defensive schemes designed to confuse him. "It's kind of funny, though," Bettis says. "He hasn't been rattled, and he's been burning the blitz. Now teams are kind of backing off and playing this guy honest." At the same time, Steelers coach Bill Cowher and his first-year offensive coordinator, Ken Whisenhunt, have simplified the offense, using running back Duce Staley (707 yards rushing in seven games) to set up the pass. With an above-average line and a premier receiving tandem in Burress and Pro Bowl wideout Hines Ward, Roethlisberger need not be the savior, despite media suggestions to the contrary. "Most rookie quarterbacks are put in a position where they have to win the game by themselves, and they're not ready to do that," Bettis says. "Ben's in a good spot, and when you look back on it, Marino had the same thing—a veteran team with a lot of playmakers."

Roethlisberger seems determined not to overstep his bounds, constantly deflecting credit to his teammates. Cowher has also been trying to downplay Roethlisberger's accomplishments, though the highly excitable coach has also been careful not to trample on the young passer's confidence. "I don't talk to him that much," Cowher says. "Whatever he's doing, I don't want to screw it up."

When asked at a press conference what would happen when Maddox returns from his elbow injury (probably early this month), Cowher simply laughed—but it's almost inconceivable that he would pull the kid whose six-year contract could be worth as much as $40 million with incentives and escalators.

In the meantime many Steelers fans have an insatiable appetite for all things Big Ben. This was abundantly clear when, shortly before picking out a new bathrobe at Sears, Roethlisberger was tracked down by a Foot Locker employee who had purchased a football and a Sharpie after spotting the quarterback earlier. Roethlisberger looked on calmly as the man struggled to get the pen out of its plastic packaging, uttered a couple of expletives and, finally, yanked the marker so hard that it broke in half. Then the man pulled a ballpoint pen out of his pocket, and Big Ben dutifully signed.

A few minutes later Roethlisberger pointed to a large blue stain on the side of his yellow Nike hoodie and observed, "That guy sprayed me with ink." Big Ben laughed as he headed for the sales counter. "Hey, as long as the guy is happy," he said. "If the fans are happy, I'm happy." □



PAT HAND After beating the Patriots, Roethlisberger was the third-rated passer in the AFC, behind only Manning and Brees.

A Hero in Hiding

As an Olympic idol and the highest-paid athlete in Argentina, the Spurs' **Manu Ginobili** is an inspiration to his people, but an object of extreme—sometimes dangerous—scrutiny

BY CHRIS BALLARD

Photograph by Darren Carroll

IN SAN ANTONIO he is known for his clutch shooting, creative passing and slicing drives to the basket. Sure, some young girls might rhapsodize about his smile and his expressive brown eyes, but for the most part the public cares only about his play for the hometown Spurs. In his native Argentina, however, Manu Ginobili long ago ceased being merely a talented shooting guard. There, he is not only the country's finest basketball player and an Olympic hero, but—in a country wracked by economic turmoil—he is also living, dribbling proof that anything is possible. Even his fellow members of the Argentine national team call him the One and Neo, nods to the destiny-bound hero of *The Matrix*.

It is a heavy burden, being a national icon, especially for an introspective 27-year-old whose idea of a good time is watching HBO movies while fooling around on his laptop. Ginobili didn't sign up for all this: for thousands of crazed fans waiting for his autograph in Buenos Aires, for paparazzi dogging his footsteps, for threats against his family, for reporters calling his parents so often that, as his father says, "every time we hang up the phone, it just rings again." When the NBA season begins this week, he will resume the privileged life of a multimillionaire professional athlete in the U.S. But head 5,400 miles south to his hometown, and you begin to grasp the price he pays for his success.

TO UNDERSTAND how a basketball star can emerge in *fútbol*-mad Argentina, one must go 350 miles southwest of Buenos Aires to Bahía Blanca, a sleepy city of 290,000 surrounded by lush pampas as far as the eye can see. Here, and only here, soccer is second. The ground here, as *La Nueva Provincia* sportswriter Enrique Nocent puts it, is "planted with basketball hoops." There are 20 basketball clubs in town, each comprising eight age divisions, and it seems that everyone—including the mayor, a former first-division star—is a player.

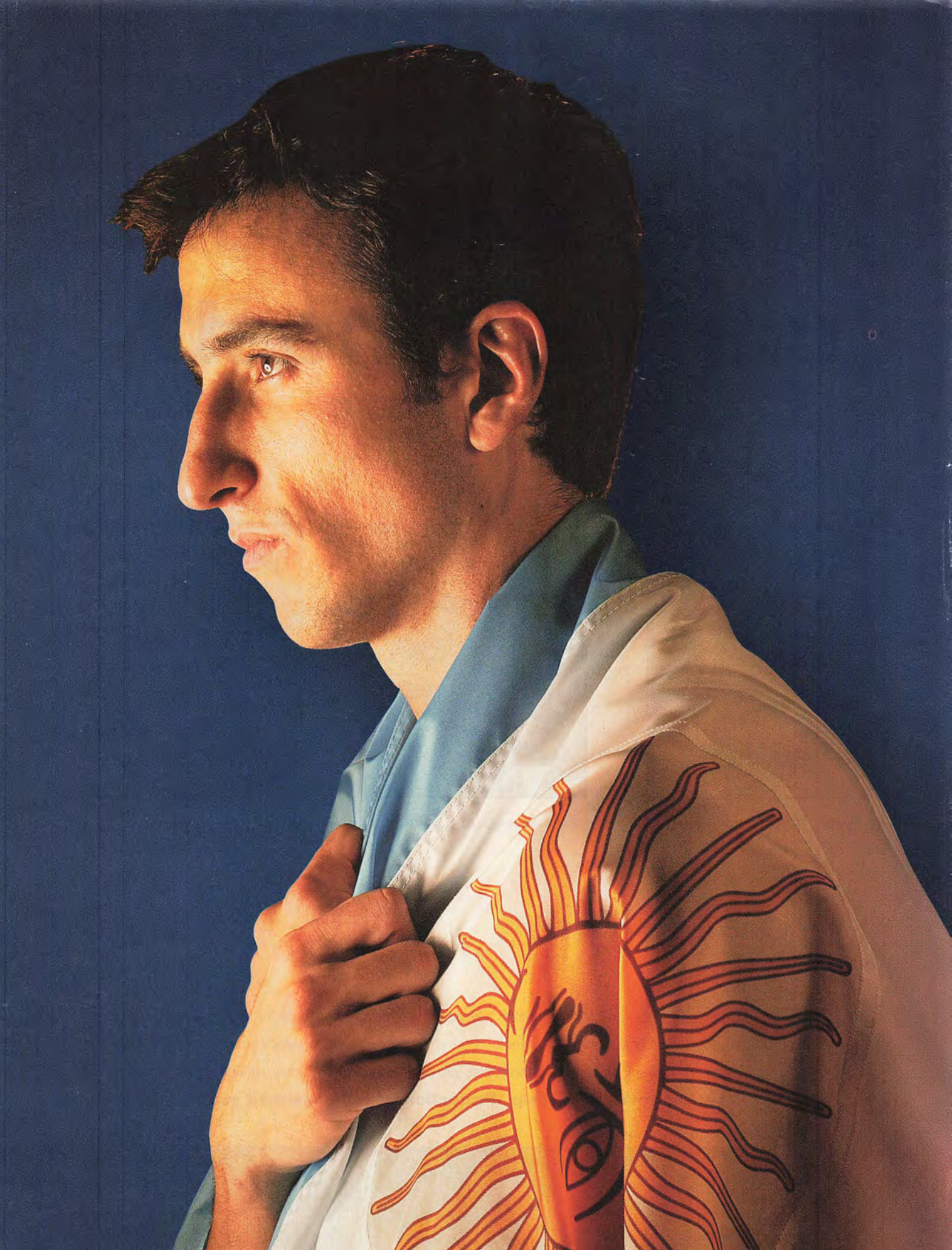
If the game courses through the veins of Bahía Blanca, then the heart beats inside the Bahiense del Norte gym. Walk past the paddleball courts and the small office crammed with trophies, and you see a giant banner that reads DE BAHIENSE AL MUNDO—From Bahiense to the World—festooned with photos of the club's 10 international players. There, past the images of Leandro Ginobili and Sebastián Ginobili, and just before Olympians Alejandro Montecchia and Pepe Sánchez, is Manu Ginobili. Unlike the rest, however, he is looking not up but down and to the side, as if to duck the camera's gaze. The angle puts into relief his most prominent feature, the one that earned him the nickname, as a boy, of *Narigón*. Big Nose.

On this cool September evening 150 locals sit on the white stone bleachers

Bienvenido Manu..!!
a tu familia, a tu club,
a tu barrio, a tu ciudad,
a tu gente.
Bahía Blanca, Capital del Básquetbol
MUNICIPALIDAD DE BAHIA BLANCA

MANU MANIA Ginobili took bows in Bahía Blanca after the Spurs won it all in 2003, but now he keeps himself under wraps.

CARLOS JONES



What does your car fear most?

Believe it or not, an ordinary ignition key can strike terror in the heart of your car. That's because engine wear is more severe in the first minutes after starting. But now there's new Castrol GTX Start Up™ motor oil. Its unique polarized molecules provide advanced protection during this critical period. **New Castrol GTX Start Up.™ Protection from the moment you turn the key.™**

Castrol

GROWING NUMBERS Ginobili's rapid ascent in the NBA has made his jerseys all the rage at the gym where he learned the game.

watching the city's championship game in the top men's division. Back when Manu's dad, Jorge, played point guard, this was a humble concrete court under the stars. Now it is a raised wood floor in a cavernous gymnasium. As the men play, pushing the ball upcourt, draining soft threes and making backdoor cuts—a scaled-down version of the team-first style that won Olympic gold—the gym's most famous alumnus watches. Or at least, a fist-pumping, 15-foot-high image of him does, from a billboard that reads ESTADIO MANU GINOBILI. The real Manu is only a block and a half away at his parents' house, but he will not come to the final tonight. It is, he says, too difficult for him to go out in public.

It began in August 2002, after the national team upset the U.S. at the world championships in Indianapolis and finished second to Yugoslavia. Ginobili came home to find he had gone from local hero to, as his former coach and good friend Gabriel Colamarino puts it, "one of the Rolling Stones." After a press conference at the Municipal Theater downtown, the 6' 6" Ginobili stood on the balcony, reluctantly waving to the throng choking the street. "It was awkward," he says in fluent English. "I felt like I was running for president."

His popularity soared even higher after the Spurs won the 2003 title. Ginobili averaged 7.6 points and 2.3 rebounds in his rookie season, winning converts Stateside with his headlong energy and rococo spin moves. "The fans in the United States, they are, well, more polite," says Ginobili. "The fans in Argentina can get wild, crazy. If you meet people in a restaurant, it is fine, but when they get in groups, *woooo*"—he shakes his head—"it gets dangerous."

THIS SUMMER Ginobili experienced something of a personal triple crown: domestic, economic and professional success. In July he married Marianela Orono, the daughter of a former Argentine basketball star and the only woman he ever seriously dated. They tried to have a small, private ceremony, but the media crashed the affair. "Some of them got in," says Manu's mother, Raquel, dismissing the incident with a wave of her hand. "One photographer came disguised as an orchestra member."

Next came the contract. After averaging 12.8 points, 4.5 rebounds and 3.8 assists as a starter last season, Ginobili signed a six-year, $52 million deal with the Spurs in July, making him the highest-paid Argentine athlete. But that financial security also amounted to an open invitation for extortion. With the economy in tatters since the devaluation of the peso in 2001, and with the legal system compromised by corruption and an inability to prosecute kidnappers, Argentina has become a hotbed of that crime—a problem throughout Latin America, where an estimated 75% of the world's abductions take place. In September, the mother of Detroit Tigers pitcher Ugueth Urbina was kidnapped in Venezuela; at week's end she was still missing.

In July police intercepted a phone call between members of a kidnapping ring and learned that Ginobili's father was on a list of targets. At the time Manu and his parents were on vacation in the Patagonian Andes. "The police called here and spoke to one of my brothers," says Manu. "At the beginning there was a lot of security. Federal police were at the house, and they followed my parents and my brothers to make them feel safe. You have to be careful. You never know." He shrugs. "There is not a moment where you can say, It's enough, no more security, everything come back to normal."

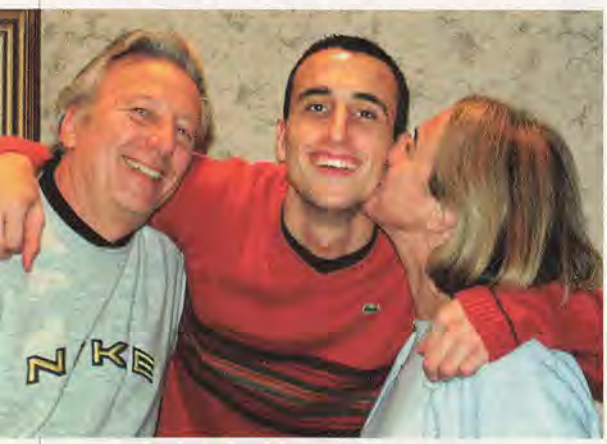
This was not how it was supposed to be, the youngest son watching out for his family. Manu says he considered taking his parents to the U.S. "for about 10 minutes before I came to my senses." He knew their roots were too strong to pull up; they'd lived in the same modest home for the past 34 years. So every night between 7:30 and 9:30, Jorge and Raquel, accompanied by their genial 9-year-old collie, Otoño (Autumn), can still be found working at Bahiense. Asked if they would move, Raquel shakes her head emphatically. "No, no, no, no," she says. "We are not going to change our lives."

In August, after installing an alarm system and hiring security for his parents—Manu says he does not worry about his own safety because "I'm the one who has to pay the ransom"—he left for Athens. What happened next has already become a gilded national memory: First he led Argentina to an upset of the U.S., then to an 84–69 gold medal victory over Italy. The TV ratings jumped from 6.6 for the U.S. game to 14.0 for the final, a figure nearly unheard of for sports in Argentina. Even at the aptly named Locos Por El Fútbol, a Buenos Aires sports bar across from the cemetery in which Eva Perón is buried, 300 people turned out to watch the final on 27 TVs. "It was a very nervous silence, and waiters couldn't even move between the tables," says Abel Barrios, 31, who was the bartender that night. "Then people would suddenly go crazy. Whenever they would score, everyone would shout out, *'Gol!'* "

CARLOS JONES (TOP); JOHN BIEVER

Later that day the nation's soccer team beat Paraguay 1–0 in the final, making it two gold medals within 12 hours for a country that hadn't won one at the Summer Games in 52 years. But Argentina expects to be good at soccer, which has been a source of pride ever since the team took Olympic silver in 1928 (and the World Cup in '78 and '86). A hoops championship—that was something else. Which is why the celebrations for the soccer gold medal, while raucous, didn't compare with those that erupted after the basketball team prevailed.

ONCE UPON a time Ginobili was just the skinny brother of Leandro and Sebastián, seven and five years older, respectively. When Manu was three, a local coach, Oscar Sánchez, taught him how to dribble with his eyes up and his off arm out to shield the ball. He did it all day, every day. He tagged along everywhere; Fabian Horvath, who coached Leandro and Sebastián, says he had to give young Manu a ball to dribble during the older boys' practice or the kid would *hincharme las pelotas*—which translates literally as "swell my balls" but colloquially as "bust" them.



G-FORCES When he's back in Argentina, Manu hangs mainly with Jorge and Raquel.

Enthusiasm didn't necessarily translate into success, however. At 15 Ginobili didn't even make the city All-Star team; Pepe Sánchez—who has since had only cups of café in the NBA—was the junior national team star. "Nobody," says Colamarino, "thought Manu would be this good."

What he was, in essence, was every scrawny American teenager circa 1986. He stayed up late to watch the NBA Finals and was obsessed with Michael Jordan, watching *Come Fly with Me* and *Michael Jordan's Playground* over and over. A life-sized Jordan poster from the U.S. still hangs in his bedroom. Then the growth spurt kicked in. He sprouted three inches in a year, and soon enough he was driving and finishing with a thunderous *volcado*, just like his idol. Previously, he'd been purely a shooter. "My first year professionally, my coach said, 'You see this line—don't ever go past it,' " Ginobili says, referring to the three-point arc. "I was 6' 3" and 160 pounds. I was skinny as hell."

Stronger and taller, he signed to play in Italy in 1998. He spent two seasons with Basket Viola Reggio Calabria before starring for Virtus Kinder Bologna. Established as a star in Europe, he signed with the Spurs in July 2002, and ever since there's been an outbreak of black-and-silver jerseys in Argentina. Ginobili's number 20 is available for 99 pesos ($33) in the souvenir shops of Buenos Aires. It's worn at Bahiense del Norte by the little boys and kids like 15-year-old Agustín Juanpataoro, who, with his shaggy hair and matchstick biceps, looks much like Ginobili did at his age. "We all try to play like him," Juanpataoro says. "He *is* basketball in Argentina."

> "You have to be careful," Ginobili says. "You never know. There is not a moment where you can say, It's enough, **NO MORE SECURITY**, everything come back to normal."

What does he mean to the country? It depends on whom you ask. Keep in mind that Buenos Aires is in many respects a European city grafted onto South America, from the Parisian architecture to the late-night culture (dinners at 11 p.m.) to the emphasis on soccer. Some 60,000 fans turn out for matches between Boca Juniors and River Plate, Buenos Aires adversaries that make the Yankees–Red Sox rivalry seem tame. A recent survey by the daily *Clarín* asked whether Ginobili ranks with the nation's five great sporting legends: Formula One driver Juan Fangio, soccer star Diego Maradona, golfer Roberto de Vicenzo, boxer Carlos Monzón and tennis champ Guillermo Vilas. The readers said not yet—he needed to win more titles—but as Juan Carlos Meschini of TYC Sports channel notes, "That he is even mentioned in the same breath is indicative of his stature."

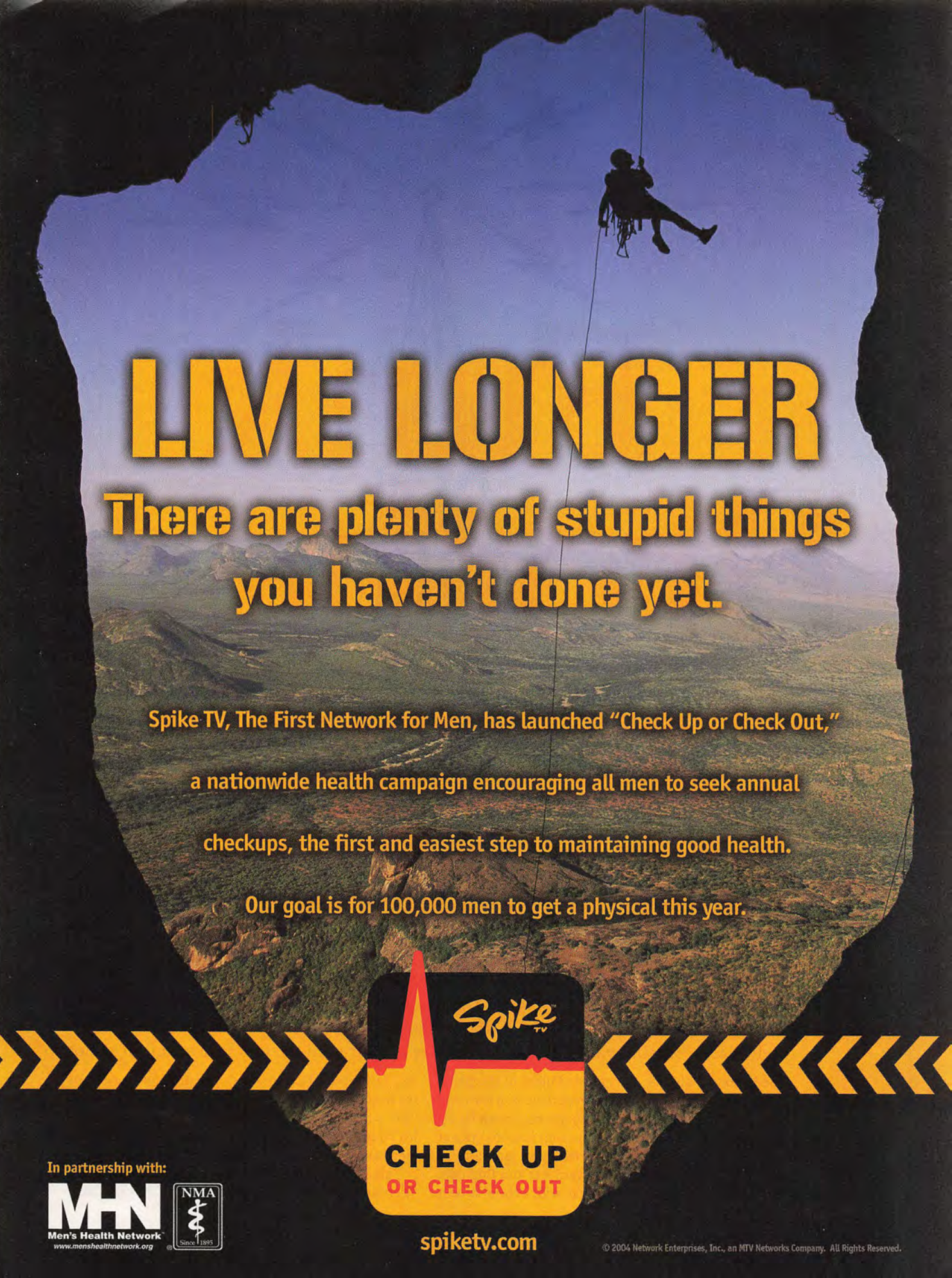
ESPN Latin America now broadcasts two games a week during the NBA season and more during the playoffs, and the future looks bright: There are two more Argentine players in the league this season—Carlos Delfino with the Pistons and Andrés Nocioni with the Bulls—but it is Ginobili, the chosen one, who leads the way. Says Leo Montero, host of NBA Magic on TV and a good friend of Sánchez's and Ginobili's, "Pepe always jokes that if the plane crashes and you are sitting next to Manu, everyone else may die, but you will be all right."

Despite a reputation for arrogance—old joke: How does an Argentine commit suicide? He jumps off his ego—Argentines are also said to be acutely insecure. That's why Buenos Aires has become a haven for medical tourism (read: cheap plastic surgery) and a bastion of eating disorders, and it is renowned for having as many therapists per capita as any major metropolis. Imagine the effect on the national psyche if the success of this basketball team turned out not to be the climax of something great, but the beginning. If Argentina can sustain its success in basketball, that most foreign of sports, then maybe it can compete in other modern arenas. Maybe it can rise again.

That is in the future, though. For now, on this crisp September day in Bahía Blanca, Ginobili is enjoying the present. Sitting on his parents' couch, he talks about the Olympics, rising regularly to answer the door. In the kitchen his mother cooks and his wife chats on a cellphone. Even though Ginobili had a two-story brick house built in a gated community across town, he is more often at his parents' place. "I want to enjoy my time here, which means spending time with my family and my friends, late-night dinners, talking to 4 a.m.," Ginobili says. "The only way to do that is at my home, my friends' home. That is why I don't go out."

Here Manu can be one of the family, falling into familiar routines. For him it is an escape—from the media demands, from the eager fans, from the security men parked outside. For just a little while longer, before he heads back to San Antonio for another season, he can be just Manu. The expectations of a nation will have to wait. □

REUTERS


LIVE LONGER
There are plenty of stupid things you haven't done yet.
Spike TV, The First Network for Men, has launched "Check Up or Check Out," a nationwide health campaign encouraging all men to seek annual checkups, the first and easiest step to maintaining good health.
Our goal is for 100,000 men to get a physical this year.
Spike TV
CHECK UP
OR CHECK OUT
In partnership with:
MHN
Men's Health Network
www.menshealthnetwork.org
NMA
Since 1895
spiketv.com
© 2004 Network Enterprises, Inc., an MTV Networks Company. All Rights Reserved.

Funk Brothers

What up, Dog? The ratings of Atlanta's 790 the Zone, that's what, after the station unleashed Ryan and Doug Stewart in the previously lily-white arena of sports-talk radio

BY JOHN HELYAR

Photograph by Jeffery A. Salter

THERE ARE 421 sports-talk radio stations in this country and, it seems, one template. Call-in shows are hosted by jaded white men who like to call each other "guys" (as in, "Listen up, guys") and who are oracles of the conventional wisdom. They know their stats cold, yet they never let those facts get in the way of a strong opinion. When the guys' opinions clash, there is a protocol: Whoever yells loudest into the mike is right. If overly vehement callers disagree, they're quickly put in their places—or thrown off the air. You ignore at your peril the first rule of call-in radio: The hosts are alphas; the callers follow in the pack.

Out of these 421 stations, however, there is at least one outlier, in Atlanta. There, for three hours each weekday afternoon, the two hosts greet callers with raucous cries of "What you *got*?" Aided and abetted by an ensemble of regulars, with handles like Junkyard Rat and Bugman, they proceed to smash the template with a show known as *2 Live Stews*. What makes the program unique is that the hosts, brothers Doug and Ryan Stewart, are *brothers*. This is the one major-market sports-talk show in America whose hosts are black, whose callers are primarily black and whose sensibility is unabashedly hip-hop.

This anomaly is based on a seemingly obvious premise: There are 36 million African-Americans in the U.S., many

IN THE STEWDIO To make sure their show is not all bark and no bite, Doug (left) and Ryan huddle often before going on the air.

of them avid sports fans. You just wouldn't know it to listen to sports-talk America. According to one study from Arbitron, the company that monitors radio audiences, this genre's listeners are but 7% Hispanic and 11% black. Clearly, it's tough for people of color to relate to all this white noise.

Ah, but *2 Live Stews* is a one-show affirmative action program. From the show's graveyard-shift beginnings three years ago on a station called 790 the Zone, it has built an amazingly loyal and steadily growing audience, prompting the station to move it into progressively better time slots—currently 1 p.m. to 4 p.m. each weekday. There it has become by far 790's top-rated show, with an average of 50,000 listeners, 48% of whom are white. On a station that's ranked No. 23 in the Atlanta market, the show is No. 4 among the prize demographic: men, ages 25–54. *2 Live Stews* is also heard nationally on Sirius Satellite Radio, and earlier this year 790 signed Doug and Ryan to a four-year contract that pays each in six figures (plus bonuses) per year, with prospects of much more side income from appearance fees and other sources.

basement. As Quincy Carter struggled to move his Dallas Cowboys offense, Doug wondered aloud: Why, given Carter's mobility, didn't Dallas build an option offense around him? Ryan scoffed, saying that would never work against NFL defenses. That touched off a lively 30-minute debate, brimming with assertions and insults and ending in no agreement, just a compliment—from a friend observing the byplay. "You all

African-American. "In a city like Atlanta that's almost 70 percent black, why is there no sports-talk show that comes from the background of the listeners?" Doug recalls arguing. "Let's say you can get 10 percent of the market. If your market is the 30 percent that's Caucasian, that's three people out of 100. But if you could get 10 percent of the [black] 70 percent, that's inherently better—seven people, off the rip" (read: *immediately*). The second selling point was their brotherly chemistry and gift for gab. "Been talking smack our whole lives," says Doug. Then Ryan put a question to Edgar: "What's more entertaining, to hear someone pushing stats all day or to hear conversations like the ones you have with your boys in the barbershop or in the basement or under the shade tree?"

The brothers, who even offered to start out for free, were elated when Edgar said, at meeting's end, "I like the idea. We'll talk it over here." They were terrified one week later when they got Edgar's e-mail: "You're on tomorrow night." They'd have been calmer if they'd realized 790's signal was so weak at night that their 9 p.m. to 11 p.m. audience was as sparse as an Atlanta Hawks

Among the Stews' main selling points to program director Edgar was their gift for gab. "Been TALKING SMACK our whole lives," says Doug.

"When we started out, we wanted to infuse the hip-hop generation into sports-talk radio," says Doug. Thus the Stews' "bumper music," in and out of commercials, is hip-hop. The Stews' guests may be NFL players, invited by former Detroit Lions defensive back Ryan—or they may be sports-fan rappers. Like every sports-talk host in the South, the Stews know their college football Top 20. Unlike almost every other host, they also know the hip-hop songs on the *Billboard* Top 10.

The Stewart brothers, who grew up in Moncks Corner, S.C., as the only two children of parents who were both sales representatives, were virtual walk-ons in the radio business. They approached 790 about doing a show in October 2001. Doug, now 34, was a mortgage lender. Ryan, now 31, had an events-promotion business. He'd been a guest host on a few Saturday-afternoon football shows on the station, but the two had no demo tapes, just a grand vision. It was hatched one night as the Stews and some friends were watching football in Ryan's

TRUE GRID The brotherly bond extended to the gridiron, where Ryan (seated, top) would play for five years with the Lions.

need to have your own sports-talk show," said the friend. *Hmm*, the Stews said to each other.

Soon they were pitching 790 program director Matt Edgar and playing up a couple of selling points. One, they'd bring a fresh perspective, both because Ryan had been a professional athlete and because they were

crowd. The reception was so poor that the first time a fan named J.D. Dozier heard the Stews, he couldn't make out their words. Yet he was still attracted by their voices, which were not standard-issue authority-figure radio pipes but ones like *his*: young and black and "all about keepin' it real."

He was soon a devotee of the Stews, who introduce him on-air today as "Triple Platinum" Dozier. That's an honorific granted only to the show's earliest callers, who didn't just call the show but also helped hustle it. (Top-tier regulars who signed on later are designated as Double Platinums.) Some Triple Platinums would drive around and, while stopped at traffic lights, holler to the nearest drivers, "Whatcha got on the radio?" If it wasn't the Stews—a good possibility—they'd tell them to "check out 790 AM, the *2 Live Stews*." Then came the Platinums' big finish: "If you're not Stewin', what the heck are you doin'?" Of course, confesses Junkyard Rat, "If you do that to a Caucasian person, he may, like, roll up the window."

That was just one facet of a grassroots

COURTESY OF THE STEWART FAMILY (TOP); ANDY LYONS/GETTY IMAGES

Dog Day Afternoon

ON TUESDAY, Oct. 12, the 2 Live Stews had a full plate of Atlanta sports topics for their midafternoon show. The previous night, the Braves had been eliminated from the playoffs by the Houston Astros. On the Sunday before, the Falcons had suffered their first loss of the season, 17–10 to the Detroit Lions. And the Stews' "everyday topic"—the issue of the day—was, Did Braves shortstop Rafael Furcal (DUI) and Baltimore Ravens running back Jamal Lewis (drug bust) get special treatment when they were allowed to postpone their respective prison sentences? Meanwhile, the Stews also found a way to employ a term—"smuck"—that they coined to avert the wrath of the FCC.

Ryan: 404-233-7979. Blasting calls is what we do, sir.

Doug: *(Barking.)*

R: Let's talk to my man St. Louis Rhon; he's Triple Platinum. . . . St. Louis Rhon—what you got?

St. Louis Rhon: What up, Stews?

Stews: What up, baby?

SLR: Big ups to the dogs and the poodles. . . . Hey, man, as the unofficial Number I fan for the Cardinals here, I'm kind of disappointed in the Braves because now I'm deprived of getting a home run ball off the bat of Albert Pujols. Hold on, hold on, hold on. *(Shouting an aside.)* Kindell, keep your eyes on the road! Hey, man, it's a struggle trying to teach this girl to drive. I had to unhook the horn because you know kids like the horn.

CELL MATE St. Louis Rhon is a driving force for the Stews.

D: She's seven, St. Louis.

SLR: She's six . . . nooo, she's three.

(Stews laugh.)

SLR: Getting back to the everyday question, man, we can't hate this. If we had money, we wouldn't be going to jail right away either. I was kind of scared for Furcal. If it was up to him, he'd still be playing baseball through January.

D: Without a doubt, bro.

(St. Louis Rhon leaves the air.)

R: Before we blast some more phone calls, Georgia Tech homecoming is this weekend. . . .

D: We could do a whole show on the differences between homecomings at a Division I school and a black college.

R: Easy.

D: Division I school: jeans, oxford shirt and a tie—and penny loafers. Black college: five-piece suits.

(Ryan laughs.)

D: Performing act that night: none. Because they don't have a concert at a white school. At a black college . . . hmm.

R: Busta Rhymes.

D: Lil' Flip . . . whoever's hot at that time.

R: Ludacris.

(A later segment, featuring Lions defensive end—and Ryan's former teammate—Robert Porcher, concluded with the Stews saying, "Hey, Que, we appreciate the time. . . . Nothing but love for you, dog!" and Porcher responding, "O.K., you keep it going, man, you all stay strong.")

D: *(Barking.)*

R: Could I recap a few things? First, what Robert Porcher said about [Falcons quarterback Michael] Vick. He said Vick, in his eyes, was not playing Vick's game.

D: You're talking about a Pro Bowler, 13 years.

R: Two times in that game, it was third-and-short and Vick tried to throw an outlet pass to Warrick Dunn to get the yards, and Warrick dropped the passes. I said, "Just run it and get us the first! Just run it and get us the first!" I mean, that's a play, man. All I know is this. He hasn't been playing his game for the past couple weeks. He's trying to appease the crowd, appease the coaches, and smuck that. O.K.? Smuck it. And the last thing I want to say is, Did you hear what Porcher just said?

D: What? He said a lot of things.

R: He can't move his agenda forward in Atlanta; he has to stay in Michigan. For those who are listening: In life, to be successful, you've got to have an agenda. You have to have a thought process, you have to have goals. I want the dogs, the poodles, 790 the Zone, Sirius Satellite, everybody in the sound of my voice to hear what I'm about to say.

D: Preach it.

R: The Stews have a smucking agenda.

D: A serious-assed agenda.

R: O.K., I'm done.

D: Hey, when we get back from the break, we'll blast your calls.

(Barking and out.)

campaign to build an audience. Ryan would stand before his church's huge Sunday-morning congregation, testifying for the Lord and the show. He leveraged his day job by having his "street teams" staple *2 Live Stews* leaflets to event-promotion flyers. He got on-air sound bites from old NFL pals: "This is Vonnie Holliday. When I'm not knocking heads for the Kansas City Chiefs, I'm *down* with the *2 Live Stews*." The Stews also tapped into their vast network of Omega Psi Phi fraternity brothers, asking them to spread the word.

The brothers refer to callers as *dogs*, and often during each show one of the Stews will tell listeners, "You're in the . . . *doooghouse*," while the other loudly woofs. Female callers are referred to as "poodles" and get automatic priority in the caller queue. There aren't many of them, though, for, just like white sports talk, this is overwhelmingly guy talk. The difference is in how much less predictable and how much livelier it is *(above)*. The Stews are 100,000 watts of energy, somehow emitted from a 23,000-watt transmitter. In the early days Doug sometimes left the studio lathered in sweat. Today, he's playing more within himself, but he and Ryan still often seem more like jamming musicians, playing off each other's verbal riffs, than sports-talk hosts. As I watch them in the studio one afternoon—Doug sitting on one side of a

GREG FOSTER

table, Ryan standing on the other—their thoughts on the day's top subject fly back and forth. Typically they call each other 12 to 15 times before a show to select the day's hot topics. On this day it's easy: Ricky Williams has announced his retirement from football. While nearly every other sports-talk host is blasting the enigmatic running back for running out on the Miami Dolphins, Ryan Stewart defends him.

"A lot of people in talk radio don't get it," he tells listeners. "In the NFL every tackle, every chop block is the equivalent of a car accident. If Ricky doesn't want to play and isn't running like he needs to run, he's going to get hurt. He's got to take care of himself because you know the league won't. Good as he is, he's just another player." (This was before reports of Williams's third positive test for marijuana. Ryan says he stands by the principles he expressed that day but would no longer so vigorously defend Williams: "He wasn't 100 percent honest with himself or his public.")

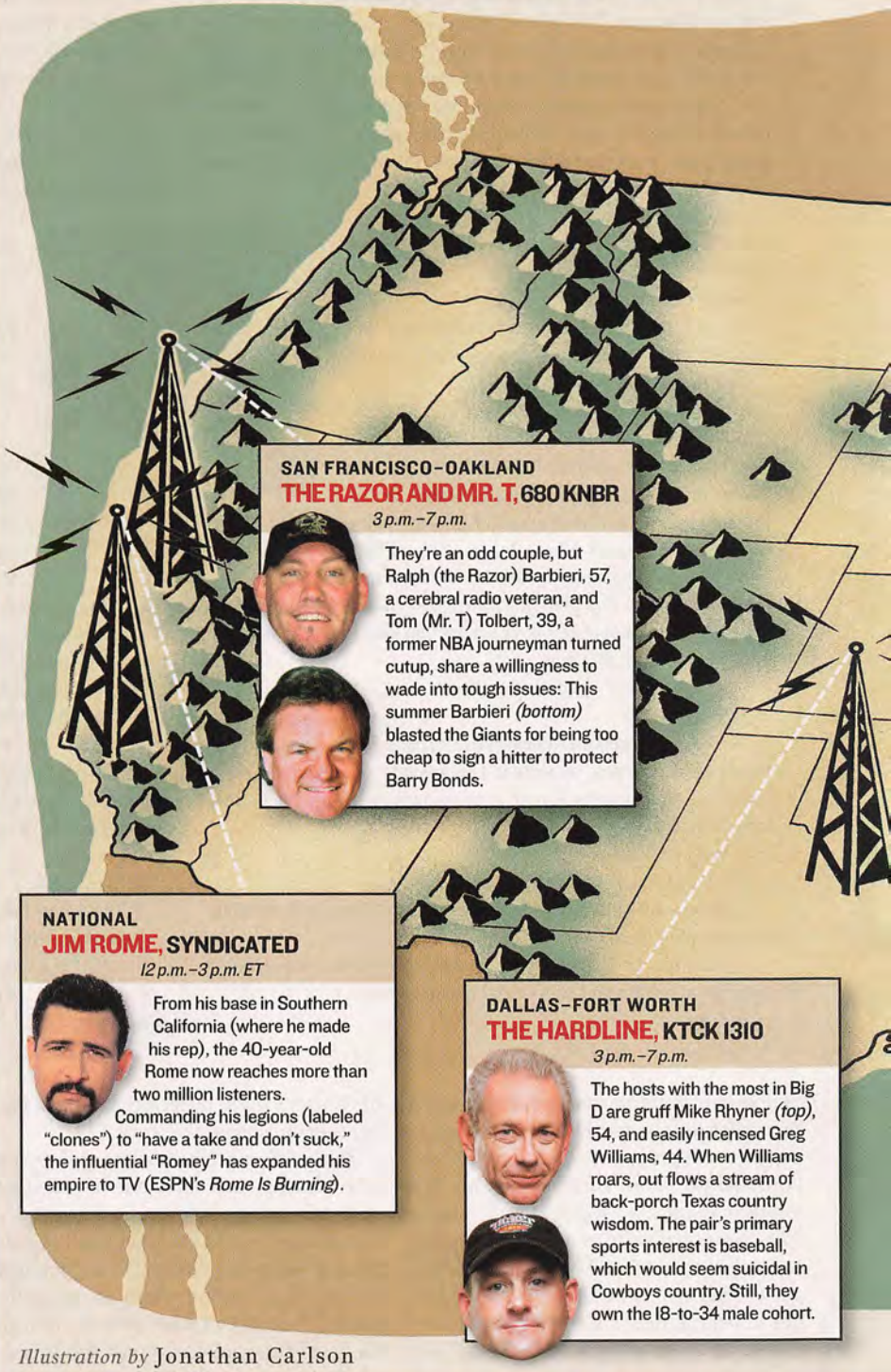
Ryan knows a lot about the precariousness and the politics of athletes' lives. He was recruited to Georgia Tech by coach Bobby Ross—who then departed to coach the San Diego Chargers. That left Ryan marooned with a new coach, Bill Lewis, who had no commitment to him. Ryan nonetheless had a stellar career at Tech, was drafted as a safety by the Lions and had a five-year stint in Detroit before being waived in 2000 following a groin injury. The coach that cut him was . . . Bobby Ross. Coaches! Don't get Ryan started. "I heard the interview with [Miami coach] Dave Wannstedt," he tells listeners. "Reminded me of Dick Vermeil, like he was going to cry. You know what? Coaches walk away every freaking year."

Because of the experience and vernacular that the Stews share with athletes—Doug was a running back at Newberry (S.C.) College before tearing up a knee—they land guests like Deion Sanders, who often eludes other Atlanta talk shows. They banter with Atlanta Falcons tight end Alge Crumpler on a weekly segment called "Kickin' It with Crumpler." Not that players get a free ride with the Stews. Though former Falcons offensive lineman Bob Whitfield (now with the Jacksonville Jaguars) is from the 'hood and down with the Stews, they mercilessly chided him when his play deteriorated.

What really makes this show, though, isn't the Stews' interaction with their guests

Mighty Mouths

Every day, from coast to coast, local sports-radio talk-show hosts set the hometown athletic agenda and incite howling from their listeners. Here are SI's choices of the shows that make the most noise



SAN FRANCISCO–OAKLAND
THE RAZOR AND MR. T, 680 KNBR
3 p.m.–7 p.m.

They're an odd couple, but Ralph (the Razor) Barbieri, 57, a cerebral radio veteran, and Tom (Mr. T) Tolbert, 39, a former NBA journeyman turned cutup, share a willingness to wade into tough issues: This summer Barbieri *(bottom)* blasted the Giants for being too cheap to sign a hitter to protect Barry Bonds.

NATIONAL
JIM ROME, SYNDICATED
12 p.m.–3 p.m. ET

From his base in Southern California (where he made his rep), the 40-year-old Rome now reaches more than two million listeners. Commanding his legions (labeled "clones") to "have a take and don't suck," the influential "Romey" has expanded his empire to TV (ESPN's *Rome Is Burning*).

DALLAS–FORT WORTH
THE HARDLINE, KTCK 1310
3 p.m.–7 p.m.

The hosts with the most in Big D are gruff Mike Rhyner *(top)*, 54, and easily incensed Greg Williams, 44. When Williams roars, out flows a stream of back-porch Texas country wisdom. The pair's primary sports interest is baseball, which would seem suicidal in Cowboys country. Still, they own the 18-to-34 male cohort.

Illustration by Jonathan Carlson

COURTESY OF KNBR 680 (BARBIERI, TOLBERT); COURTESY OF THE JIM ROME SHOW (ROME); COURTESY OF KTCK (RHYNER, WILLIAMS); COURTESY OF WHB (KIETZMAN); COURTESY OF WSCR THE SCORE (NORTH); COURTESY OF THE PAUL FINEBAUM RADIO NETWORK (FINEBAUM); COURTESY OF WQAM (GOLDBERG); BEN BONILLA/GOLDEN IMAGE PHOTOGRAPHY (MADDEN); COURTESY OF WEEI (ORDWAY); MANNY MILLAN (FRANCESA, RUSSO); COURTESY OF WIP (CATALDI).

CHICAGO
MIKE NORTH, 670 WSCR
6 a.m.–10 a.m.

A former hot dog vendor at Wrigley Field and a fixture on Windy City radio since 1990, the 52-year-old North is known for his passion for hot-button topics and his brazen approach to the town's sports figures: Earlier this season he called Bears wide receiver David Terrell "a nut case."

PHILADELPHIA
ANGELO CATALDI, 610 WIP
5:30 a.m.–10 a.m.

In this blue-collar, boo-spewing town, the 53-year-old Cataldi, anchor of 'IP's morning drive-time show, identifies with Joe Sixpack and zestfully skewers local sports figures. His favorite adjective is "stinking," as in "[General manager] Ed Wade's Phillies are a bunch of stinking losers."

BOSTON
GLENN ORDWAY, 850 WEEI
2 p.m.–6 p.m.

In August, when a listener named Curt Schilling wanted to set the record straight about the then erratic Red Sox, who did he call from the car? Ordway, that's who. The 53-year-old host of *The Big Show* offers segments like the "Whiner Line," a playback of fans venting their frustrations.

KANSAS CITY, MO.
KEVIN KIETZMAN, 810 WHB
2 p.m.–7 p.m.

While bleeding the purple of his Kansas State Wildcats, the 40-year-old Mission, Kans., native has landed so many scoops that rival stations have assigned interns to listen in hopes of learning something new. In 1999 he organized a fan walkout of a Royals-Yankees game to protest payroll disparities.

PITTSBURGH
MARK MADDEN, 1250 WEAE
3 p.m.–7 p.m.

A former commentator for World Championship Wrestling, the 43-year-old Madden revels in that sensibility, referring to callers and critics alike as "jackasses." He can be downright nasty: Madden once labeled Darryl Strawberry's recovery from illness as a "waste of a cancer cure."

NEW YORK CITY
MIKE AND THE MAD DOG, 660 WFAN
1 p.m.–6:30 p.m.

To hear Mike Francesa and Chris (Mad Dog) Russo bickering, you'd think they wouldn't last 15 minutes together. But Francesa *(top)*, 50, and Russo, 45, have been at it for 15 years, pronouncing on all the big stories, as when they mercilessly grilled Mets owner Fred Wilpon about the club's implosion this summer.

BIRMINGHAM
PAUL FINEBAUM, 960 WERC
2 p.m.–7 p.m.

The 48-year-old Finebaum is *the* agenda-setter in Alabama for sports—meaning college football. Also a *Mobile Register* columnist, Finebaum maintains tight relationships with prominent figures at Alabama and Auburn; he advertises his show as the place where "coaches are fired."

MIAMI
HANK GOLDBERG, 560 WQAM
4 p.m.–7 p.m.

Because owners, coaches and politicians use South Florida radio mainstay Goldberg as a sounding board, he has a huge edge in breaking news. The 64-year-old hammerin' Hank pulls no punches, whether terming callers "jag-offs" or questioning the financial wherewithal of Marlins owner Jeffrey Loria.

CRESTOR 15-DAY TRIAL VOUCHER

Clip this voucher to get your 15 days of CRESTOR 10 mg free!

Redeem this offer now. Here's how.

1. Take this voucher to your doctor and ask if CRESTOR is right for you.
2. If your doctor prescribes CRESTOR 10 mg, present *both* this voucher *and* your prescription for CRESTOR to your pharmacist.

To the Patient:
Limit one 15-day free trial voucher of CRESTOR 10 mg per person for the duration of the program. Valid ONLY at retail pharmacies, no mail order. Offer is good for qualified customers for CRESTOR and may not be used for any other product. This offer may not be combined with any other offer, including any coupon, discount, or prescription savings card program. This offer is void where prohibited by law, taxed, or restricted. Offer valid only in the United States. AstraZeneca reserves the right to amend or discontinue this offer at any time without notice.

To the Physician
- To use this voucher, your patient needs one prescription for 15 tablets of CRESTOR 10 mg
- You will need to provide a second prescription based on your recommended therapy if you want to keep your patient on CRESTOR beyond the 15-day free trial period
- Refills are not authorized with this voucher

To the Pharmacist
- This voucher must be accompanied by a valid prescription and is valid for 15 tablets of CRESTOR 10 mg. No substitutions permitted
- Please dispense 15 tablets of CRESTOR 10 mg to the patient at no charge and transmit the claim to Express Scripts®
- This voucher is for one time use only. For all other prescriptions, please use the patient's primary method of payment with a new Rx number
- For audit purposes, this voucher must be attached to the original prescription and retained by you for the greater of 3 years and the usual period for which your pharmacy records are kept
- Call the Express Scripts Help Desk at 1-866-777-7111 for assistance in filing this claim

I certify that
- I have received this voucher from an eligible patient and I have dispensed the CRESTOR product in accordance with this voucher
- I have not received and will not accept any payment from the patient
- Other than to Express Scripts, I have not submitted, and will not submit, a claim for reimbursement to any third-party payor, including Medicaid, Medicare or similar federal or state programs
- My participation in this program is consistent with all applicable laws and any other obligation, contractual or otherwise, that I have

Pharmacist's signature

This voucher is valid through 1/31/05.

CRESTOR® rosuvastatin calcium

CRESTOR is a registered trademark of the AstraZeneca group of companies. ©2004 AstraZeneca Pharmaceuticals LP. All rights reserved. 223650 10/04

AstraZeneca

For more information call 877-5-CRESTOR

RxBIN:	RxPCN:	RxGRP:	ID:
003858	A4	DSVA	2086822843

but with their callers, who are lining up on hold at the switchboard well before airtime. The program is, just as the Stews had envisioned, a kind of barbershop of the air. It's also something of an empowerment zone. "They captured our imagination," says a frequent caller known as St. Louis Rhon, who in his other life goes by Rhon Lee. "This was the only forum where you felt you could express opinions from an African-American perspective."

The regulars often play distinct roles in this ensemble cast. St. Louis Rhon is the show's recognized boxing authority. Green Bay Johnny is the old-school sage, calling in from his truck with historic perspective. BMOC (Theodore Clark) contributes the funniest Top 5 lists (a la Letterman's Top 10); he is now attending broadcasting school in hopes of emulating the Stews. Junkyard Rat (Orlando Rawls) is the show's designated bad boy. The Stews have banished him from the show for weeks at a time for such offenses as trying to sneak off-color material on the air. Junkyard often makes it back on the show under assumed names, however, like Larry from Buckhead (a tony, predominantly white section of town).

The Stews' relationship with their dogs often goes well beyond their phone calls. When the show does "remote" broadcasts from car dealerships or malls, dozens of dogs are there. When the show put on a two-week-long "rap-off," the 10 callers selected as the best on-air performers faced off at a nightclub packed with 300 spectators. When the show held open auditions for someone to do its new entertainment-report segment—a position requiring a sexy female voice and an ability to relate star rappers' latest deals, romances and arrests—400 people turned out to watch 20 prospects. The winner, a 21-year-old makeup designer and hairdresser named Elle Duncan, took the on-air handle No. 1 Stunna.

A rap-off? An entertainment reporter named No. 1 Stunna? *Barking?* Clearly the Stews are not for everyone. Concedes program director Edgar, "I get e-mails from some people saying, 'I just don't get it—all the whooping and hollering and lingo.' " So the Stews have made efforts to be inclusive. They limit the Platinums to one call a week, so that the doghouse doesn't seem to be a closed fraternity. They talk in production meetings about how the show can reach out to "Caucasian brothers." The Stews sometimes stop in mid-riff, in a nod to white listeners, to define a hip-hop term. They've invited callers to discuss the difference between black and white strip clubs and between the black and white senses of humor. (Blacks, we learn, find mooning far less funny than do whites.)

Given their breakthrough, do the Stews personify the next wave in sports-talk radio? Rick Scott, a Seattle-based sports-radio consultant who's worked with 790, thinks other sports stations will start trying to develop their own version of the Stews, as a way of broadening their audiences. "People are becoming aware of [the show] and saying, 'Here's what's working in Atlanta,' " he says. But Scott adds a big qualifier. "While I can see others trying to emulate them, their personalities are so special that it will be tough," he says. The most significant impact of the show, he thinks, may be in encouraging stations to think outside the box and depart from the standard sports-talk formula in other ways. "I think its success helps spur creativity in our industry," Scott says.

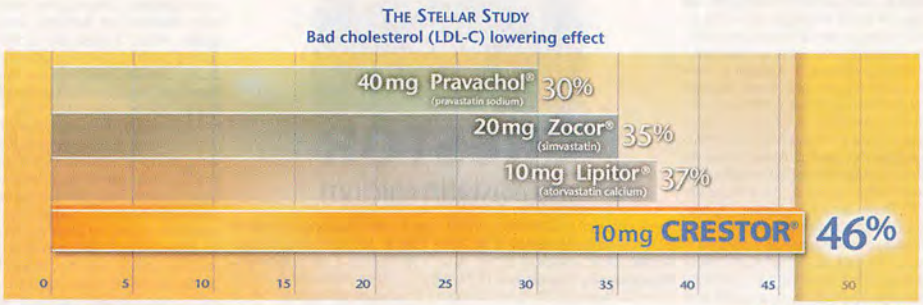
The Stews' ambition is national syndication, but for now they're delighted with their doghouse at 790, where it's worked out just the way they pitched it. They've drawn a whole new demographic to 790 and broadened the station's audience. The voices of African-Americans are now heard far more often on 790's other shows. The Stews have also accomplished what sport, at its best, does. They created a community in which dogs hang together, bark together, even have their own Yahoo chat room. At a gala third-anniversary party in October, as Doug and Ryan shouted to their dogs over the thudding bass beat of the music, BMOC reflected on the Stews' ascent. "This has gone from a following to a fan base to a movement to a community," the Double Platinum said. "We're all part of the show." □

The program is, just as the Stews had envisioned, a kind of BARBERSHOP OF THE AIR. It's also something of an empowerment zone.

Cholesterol high?

Trouble getting it low?

Perhaps your answer is right here, below.


THE STELLAR STUDY
Bad cholesterol (LDL-C) lowering effect
40 mg Pravachol® (pravastatin sodium) 30%
20 mg Zocor® (simvastatin) 35%
10 mg Lipitor® (atorvastatin calcium) 37%
10 mg CRESTOR® 46%
0 5 10 15 20 25 30 35 40 45 50

Your results may vary.

In the STELLAR study, the usual starting dose of CRESTOR was more effective at lowering bad cholesterol than the most common doses of the other leading medications.*
This study was a major medical trial comparing cholesterol medications taken with healthy diet.
Ask your doctor about CRESTOR.

Now you're getting somewhere.™

CRESTOR®
rosuvastatin calcium

Visit CRESTOR.COM or call 877-5-CRESTOR for a **FREE 15-DAY TRIAL** of CRESTOR 10 mg!

Important information: CRESTOR is prescribed along with diet for lowering cholesterol and is not for everyone, including people with liver disease, and women who are nursing, pregnant, or may become pregnant. Tell your doctor promptly if you experience unexplained muscle pain or weakness, as they may be a sign of serious side effects. Be sure to tell your doctor about other medications you are taking. Simple blood tests are needed to check for liver problems before and 12 weeks after start of therapy or change of dose, and periodically thereafter. Side effects occur infrequently and include muscle aches, constipation, weakness, abdominal pain, and nausea. They are usually mild and tend to go away. CRESTOR has not been shown to prevent heart disease or heart attacks. See adjacent page for additional important information.

*Source: Most commonly prescribed doses based on IMS (August 2003-July 2004).

CRESTOR is a registered trademark and "Now you're getting somewhere." is a trademark of the AstraZeneca group of companies.
©2004 AstraZeneca Pharmaceuticals LP. All rights reserved. 223771 10/04
Pravachol is a registered trademark of Bristol-Myers Squibb Company. Zocor is a registered trademark of Merck & Co., Inc. Lipitor is a registered trademark of Pfizer Inc.

AstraZeneca

Please read this summary carefully and then ask your doctor about CRESTOR. No advertisement can provide all the information needed to determine if a drug is right for you. This advertisement does not take the place of careful discussions with your doctor. Only your doctor has the training to weigh the risks and benefits of a prescription drug.

BRIEF SUMMARY: For full Prescribing Information, see package insert.

INDICATIONS AND USAGE CRESTOR is indicated: 1. as an adjunct to diet to reduce elevated total-C, LDL-C, ApoB, nonHDL-C, and TG levels and to increase HDL-C in patients with primary hypercholesterolemia (heterozygous familial and nonfamilial) and mixed dyslipidemia (Fredrickson Type IIa and IIb); 2. as an adjunct to diet for the treatment of patients with elevated serum TG levels (Fredrickson Type IV); 3. to reduce LDL-C, total-C, and ApoB in patients with homozygous familial hypercholesterolemia as an adjunct to other lipid-lowering treatments (e.g., LDL apheresis) or if such treatments are unavailable.

CONTRAINDICATIONS CRESTOR is contraindicated in patients with a known hypersensitivity to any component of this product. Rosuvastatin is contraindicated in patients with active liver disease or with unexplained persistent elevations of serum transaminases (see WARNINGS, Liver Enzymes). **Pregnancy and Lactation** Atherosclerosis is a chronic process and discontinuation of lipid-lowering drugs during pregnancy should have little impact on the outcome of long-term therapy of primary hypercholesterolemia. Cholesterol and other products of cholesterol biosynthesis are essential components for fetal development (including synthesis of steroids and cell membranes). Since HMG-CoA reductase inhibitors decrease cholesterol synthesis and possibly the synthesis of other biologically active substances derived from cholesterol, they may cause fetal harm when administered to pregnant women. Therefore, HMG-CoA reductase inhibitors are contraindicated during pregnancy and in nursing mothers. ROSUVASTATIN SHOULD BE ADMINISTERED TO WOMEN OF CHILDBEARING AGE ONLY WHEN SUCH PATIENTS ARE HIGHLY UNLIKELY TO CONCEIVE AND HAVE BEEN INFORMED OF THE POTENTIAL HAZARDS. If the patient becomes pregnant while taking this drug, therapy should be discontinued immediately and the patient apprised of the potential hazard to the fetus. **WARNINGS Liver Enzymes** HMG-CoA reductase inhibitors, like some other lipid-lowering therapies, have been associated with biochemical abnormalities of liver function. The incidence of persistent elevations (>3 times the upper limit of normal [ULN] occurring on 2 or more consecutive occasions) in serum transaminases in fixed dose studies was 0.4, 0, 0, and 0.1% in patients who received rosuvastatin 5, 10, 20, and 40 mg, respectively. In most cases, the elevations were transient and resolved or improved on continued therapy or after a brief interruption in therapy. There were two cases of jaundice, for which a relationship to rosuvastatin therapy could not be determined, which resolved after discontinuation of therapy. There were no cases of liver failure or irreversible liver disease in these trials. **It is recommended that liver function tests be performed before and at 12 weeks following both the initiation of therapy and any elevation of dose, and periodically (e.g., semiannually) thereafter.** Liver enzyme changes generally occur in the first 3 months of treatment with rosuvastatin. Patients who develop increased transaminase levels should be monitored until the abnormalities have resolved. Should an increase in ALT or AST of >3 times ULN persist, reduction of dose or withdrawal of rosuvastatin is recommended. Rosuvastatin should be used with caution in patients who consume substantial quantities of alcohol and/or have a history of liver disease (see CLINICAL PHARMACOLOGY, Special Populations, Hepatic Insufficiency). Active liver disease or unexplained persistent transaminase elevations are contraindications to the use of rosuvastatin (see CONTRAINDICATIONS). **Myopathy/Rhabdomyolysis Rare cases of rhabdomyolysis with acute renal failure secondary to myoglobinuria have been reported with rosuvastatin and with other drugs in this class.** Uncomplicated myalgia has been reported in rosuvastatin-treated patients (see ADVERSE REACTIONS). Creatine kinase (CK) elevations (>10 times upper limit of normal) occurred in 0.2% to 0.4% of patients taking rosuvastatin at doses of up to 40 mg in clinical studies. Treatment-related myopathy, defined as muscle aches or muscle weakness in conjunction with increases in CK values >10 times upper limit of normal, was reported in up to 0.1% of patients taking rosuvastatin doses of up to 40 mg in clinical studies. Rare cases of rhabdomyolysis were seen with higher than recommended doses (80 mg) of rosuvastatin in clinical trials. Factors that may predispose patients to myopathy with HMG-CoA reductase inhibitors include advanced age (≥65 years), hypothyroidism, and renal insufficiency. The incidence of myopathy increased at doses of rosuvastatin above the recommended dosage range. Consequently: 1. Rosuvastatin should be prescribed with caution in patients with predisposing factors for myopathy, such as, renal impairment (see DOSAGE AND ADMINISTRATION), advanced age, and hypothyroidism. 2. Patients should be advised to promptly report unexplained muscle pain, tenderness, or weakness, particularly if accompanied by malaise or fever. Rosuvastatin therapy should be discontinued if markedly elevated CK levels occur or myopathy is diagnosed or suspected. 3. The risk of myopathy during treatment with rosuvastatin may be increased with concurrent administration of other lipid-lowering therapies or cyclosporine, (see CLINICAL PHARMACOLOGY, Drug Interactions, PRECAUTIONS, Drug Interactions, and DOSAGE AND ADMINISTRATION). **The benefit of further alterations in lipid levels by the combined use of rosuvastatin with fibrates or niacin should be carefully weighed against the potential risks of this combination. Combination therapy with rosuvastatin and gemfibrozil should generally be avoided. (See DOSAGE AND ADMINISTRATION and PRECAUTIONS, Drug Interactions).** 4. **The risk of myopathy during treatment with rosuvastatin may be increased in circumstances which increase rosuvastatin drug levels (see CLINICAL PHARMACOLOGY, Special Populations, Race and Renal Insufficiency, and PRECAUTIONS, General).** 5. **Rosuvastatin therapy should also be temporarily withheld in any patient with an acute, serious condition suggestive of myopathy or predisposing to the development of renal failure secondary to rhabdomyolysis (e.g., sepsis, hypotension, major surgery, trauma, severe metabolic, endocrine, and electrolyte disorders, or uncontrolled seizures).** **PRECAUTIONS General** Before instituting therapy with rosuvastatin, an attempt should be made to control hypercholesterolemia with appropriate diet and exercise, weight reduction in obese patients, and treatment of underlying medical problems (see INDICATIONS AND USAGE). Administration of rosuvastatin 20 mg to patients with severe renal impairment (CL_{cr} <30 mL/min/1.73 m^2) resulted in a 3-fold increase in plasma concentrations of rosuvastatin compared with healthy volunteers (see WARNINGS, Myopathy/Rhabdomyolysis and DOSAGE AND ADMINISTRATION). Pharmacokinetic studies show an approximate 2-fold elevation in median exposure in Japanese subjects residing in Japan and in Chinese subjects residing in Singapore compared with Caucasians residing in North America and Europe. The contribution of environmental and genetic factors to the difference observed has not been determined. However, these increases should be considered when making rosuvastatin dosing decisions for patients of Japanese and Chinese ancestry. (See WARNINGS, Myopathy/Rhabdomyolysis; CLINICAL PHARMACOLOGY, Special Populations, Race.) **Information for Patients** Patients should be advised to report promptly unexplained muscle pain, tenderness, or weakness, particularly if accompanied by malaise or fever. When taking rosuvastatin with an aluminum and magnesium hydroxide combination antacid, the antacid should be taken at least 2 hours after rosuvastatin administration (see CLINICAL PHARMACOLOGY, Drug Interactions). **Laboratory Tests** In the rosuvastatin clinical trial program, dipstick-positive proteinuria and microscopic hematuria were observed among rosuvastatin-treated patients, predominantly in patients dosed above the recommended dose range (i.e., 80 mg). However, this finding was more frequent in patients taking rosuvastatin 40 mg, when compared to lower doses of rosuvastatin or comparator statins, though it was generally transient and was not associated with worsening renal function. Although the clinical significance of this finding is unknown, a dose reduction should be considered for patients on rosuvastatin 40 mg therapy with unexplained persistent proteinuria during routine urinalysis testing. **Drug Interactions Cyclosporine:** When rosuvastatin 10 mg was coadministered with cyclosporine in cardiac transplant patients, rosuvastatin mean C_{max} and mean AUC were increased 11-fold and 7-fold, respectively, compared with healthy volunteers. These increases are considered to be clinically significant and require special consideration in the dosing of rosuvastatin to patients taking concomitant cyclosporine (see WARNINGS, Myopathy/Rhabdomyolysis, and DOSAGE AND ADMINISTRATION). **Warfarin:** Coadministration of rosuvastatin to patients on stable warfarin therapy resulted in clinically significant rises in INR (>4, baseline 2-3). In patients taking coumarin anti-coagulants and rosuvastatin concomitantly, INR should be determined before starting rosuvastatin and frequently enough during early therapy to ensure that no significant alteration of INR occurs. Once a stable INR time has been documented, INR can be monitored at the intervals usually recommended for patients on coumarin anticoagulants. If the dose of rosuvastatin is changed, the same procedure should be repeated. Rosuvastatin therapy has not been associated with bleeding or with changes in INR in patients not taking anti-coagulants. **Gemfibrozil:** Coadministration of a single rosuvastatin dose to healthy volunteers on gemfibrozil (600 mg twice daily) resulted in a 2.2- and 1.9-fold, respectively, increase in mean C_{max} and mean AUC of rosuvastatin (see DOSAGE AND ADMINISTRATION). **Endocrine Function** Although clinical studies have shown that rosuvastatin alone does not reduce basal plasma cortisol concentration or impair adrenal reserve, caution should be exercised if any HMG-CoA reductase inhibitor or other agent used to lower cholesterol levels is administered concomitantly with drugs that may decrease the levels or activity of endogenous steroid hormones such as ketoconazole, spironolactone, and cimetidine. **CNS Toxicity** CNS vascular lesions, characterized by perivascular hemorrhages, edema, and mononuclear cell infiltration of perivascular spaces, have been observed in dogs treated with several other members of this drug class. A chemically similar drug in this class produced dose-dependent optic nerve degeneration (Wallerian degeneration of retinogeniculate fibers) in dogs, at a dose that produced plasma drug levels about 30 times higher than the mean drug level in humans taking the highest recommended dose. Edema, hemorrhage, and partial necrosis in the interstitium of the choroid plexus was observed in a female dog sacrificed moribund at day 24 at 90 mg/kg/day by oral gavage (systemic exposures 100 times the human exposure at 40 mg/day based on AUC comparisons). Corneal opacity was seen in dogs treated for 52 weeks at 6 mg/kg/day by oral gavage (systemic exposures 20 times the human exposure at 40 mg/day based on AUC comparisons). Cataracts were seen in dogs treated for 12 weeks by oral gavage at 30 mg/kg/day (systemic exposures 60 times the human exposure at 40 mg/day based on AUC comparisons). Retinal dysplasia and retinal loss were seen in dogs treated for 4 weeks by oral gavage at 90 mg/kg/day (systemic exposures 100 times the human exposure at 40 mg/day based on AUC). Doses ≤30 mg/kg/day (systemic exposures ≤60 times the human exposure at 40 mg/day based on AUC comparisons) following treatment up to one year, did not reveal retinal findings. **Carcinogenesis, Mutagenesis, Impairment of Fertility** In a 104-week carcinogenicity study in rats at dose levels of 2, 20, 60, or 80 mg/kg/day by oral gavage, the incidence of uterine stromal polyps was significantly increased in females at 80 mg/kg/day at systemic exposure 20 times the human exposure at 40 mg/day based on AUC. Increased incidence of polyps was not seen at lower doses. In a 107-week carcinogenicity study in mice given 10, 60, 200 mg/kg/day by oral gavage, an increased incidence of hepatocellular adenoma/carcinoma was observed at 200 mg/kg/day at systemic exposures 20 times human exposure at 40 mg/day based on AUC. An increased incidence of hepatocellular tumors was not seen at lower doses. Rosuvastatin was not mutagenic or clastogenic with or without metabolic activation in the Ames test with *Salmonella typhimurium* and *Escherichia coli*, the mouse lymphoma assay, and the chromosomal aberration assay in Chinese hamster lung cells. Rosuvastatin was negative in the *in vivo* mouse micronucleus test. In rat fertility studies with oral gavage doses of 5, 15, 50 mg/kg/day, males were treated for 9 weeks prior to and throughout mating and females were treated 2 weeks prior to mating and throughout mating until gestation day 7. No adverse effect on fertility was observed at 50 mg/kg/day (systemic exposures up to 10 times human exposure at 40 mg/day based on AUC comparisons). In testicles of dogs treated with rosuvastatin at 30 mg/kg/day for one month, spermatidic giant cells were seen. Spermatidic giant cells were observed in monkeys after 6-month treatment at 30 mg/kg/day in addition to vacuolation of seminiferous tubular epithelium. Exposures in the dog were 20 times and in the monkey 10 times human exposure at 40 mg/day based on body surface area comparisons. Similar findings have been seen with other drugs in this class. **Pregnancy** ***Pregnancy Category X*** See CONTRAINDICATIONS. Rosuvastatin may cause fetal harm when administered to a pregnant woman. Rosuvastatin is contraindicated in women who are or may become pregnant. Safety in pregnant women has not been established. There are no adequate and well-controlled studies of rosuvastatin in pregnant women. Rosuvastatin crosses the placenta and is found in fetal tissue and amniotic fluid at 3% and 20%, respectively, of the maternal plasma concentration following a single 25 mg/kg oral gavage dose on gestation day 16 in rats. A higher fetal tissue distribution (25% maternal plasma concentration) was observed in rabbits after a single oral gavage dose of 1 mg/kg on gestation day 18. If this drug is administered to a woman with reproductive potential, the patient should be apprised of the potential hazard to a fetus. In female rats given oral gavage doses of 5, 15, 50 mg/kg/day rosuvastatin before mating and continuing through day 7 postcoitus results in decreased fetal body weight (female pups) and delayed ossification at the high dose (systemic exposures 10 times human exposure at 40 mg/day based on AUC comparisons). In pregnant rats given oral gavage doses of 2, 20, 50 mg/kg/day from gestation day 7 through lactation day 21 (weaning), decreased pup survival occurred in groups given 50 mg/kg/day, systemic exposures ≥12 times human exposure at 40 mg/day based on body surface area comparisons. In pregnant rabbits given oral gavage doses of 0.3, 1, 3 mg/kg/day from gestation day 6 to lactation day 18 (weaning), exposures equivalent to human exposure at 40 mg/day based on body surface area comparisons, decreased fetal viability and maternal mortality was observed. Rosuvastatin was not teratogenic in rats at ≤25 mg/kg/day or in rabbits ≤3 mg/kg/day (systemic exposures equivalent to human exposure at 40 mg/day based on AUC or body surface comparison, respectively). **Nursing Mothers** It is not known whether rosuvastatin is excreted in human milk. Studies in lactating rats have demonstrated that rosuvastatin is secreted into breast milk at levels 3 times higher than that obtained in the plasma following oral gavage dosing. Because many drugs are excreted in human milk and because of the potential for serious adverse reactions in nursing infants from rosuvastatin, a decision should be made whether to discontinue nursing or administration of rosuvastatin taking into account the importance of the drug to the lactating woman. **Pediatric Use** The safety and effectiveness in pediatric patients have not been established. Treatment experience with rosuvastatin in a pediatric population is limited to 8 patients with homozygous FH. None of these patients was below 8 years of age. **Geriatric Use** Of the 10,275 patients in clinical studies with rosuvastatin, 3,159 (31%) were 65 years and older, and 698 (6.8%) were 75 years and older. The overall frequency of adverse events and types of adverse events were similar in patients above and below 65 years of age. (See WARNINGS, Myopathy/Rhabdomyolysis.) The efficacy of rosuvastatin in the geriatric population (≥65 years of age) was comparable to the efficacy observed in the non-elderly. **ADVERSE REACTIONS** Rosuvastatin is generally well tolerated. Adverse reactions have usually been mild and transient. In clinical studies of 10,275 patients, 3.7% were discontinued due to adverse experiences attributable to rosuvastatin. The most frequent adverse events thought to be related to rosuvastatin were myalgia, constipation, asthenia, abdominal pain, and nausea. **Clinical Adverse Experiences** Adverse experiences, regardless of causality assessment, reported in ≥2% of patients in placebo-controlled clinical studies of rosuvastatin are shown in Table 1; discontinuations due to adverse events in these studies of up to 12 weeks duration occurred in 3% of patients on rosuvastatin and 5% on placebo.

Table 1. Adverse Events in Placebo-Controlled Studies

Adverse event	Rosuvastatin N=744	Placebo N=382
Pharyngitis	9.0	7.6
Headache	5.5	5.0
Diarrhea	3.4	2.9
Dyspepsia	3.4	3.1
Nausea	3.4	3.1
Myalgia	2.8	1.3
Asthenia	2.7	2.6
Back pain	2.6	2.4
Flu syndrome	2.3	1.8
Urinary tract infection	2.3	1.6
Rhinitis	2.2	2.1
Sinusitis	2.0	1.8

In addition, the following adverse events were reported, regardless of causality assessment, in ≥1% of 10,275 patients treated with rosuvastatin in clinical studies. The events in *italics* occurred in ≥2% of these patients. **Body as a Whole:** *Abdominal pain, accidental injury, chest pain, infection, pain,* pelvic pain, and neck pain. **Cardiovascular System:** *Hypertension,* angina pectoris, vasodilatation, and palpitation. **Digestive System:** *Constipation, gastroenteritis,* vomiting, flatulence, periodontal abscess, and gastritis. **Endocrine:** Diabetes mellitus. **Hemic and Lymphatic System:** Anemia and ecchymosis. **Metabolic and Nutritional Disorders:** *Peripheral edema.* **Musculoskeletal System:** *Arthritis, arthralgia,* and pathological fracture. **Nervous System:** *Dizziness, insomnia, hypertonia, paresthesia, depression,* anxiety, vertigo, and neuralgia. **Respiratory System:** *Bronchitis, cough increased,* dyspnea, pneumonia, and asthma. **Skin and Appendages:** *Rash* and pruritus. **Laboratory Abnormalities:** In the rosuvastatin clinical trial program, dipstick-positive proteinuria and microscopic hematuria were observed among rosuvastatin-treated patients, predominantly in patients dosed above the recommended dose range (i.e., 80 mg). However, this finding was more frequent in patients taking rosuvastatin 40 mg, when compared to lower doses of rosuvastatin or comparator statins, though it was generally transient and was not associated with worsening renal function. (See PRECAUTIONS, Laboratory Tests.) Other abnormal laboratory values reported were elevated creatinine phosphokinase, transaminases, hyperglycemia, glutamyl transpeptidase, alkaline phosphatase, bilirubin, and thyroid function abnormalities. Other adverse events reported less frequently than 1% in the rosuvastatin clinical study program, regardless of causality assessment, included arrhythmia, hepatitis, hypersensitivity reactions (i.e., face edema, thrombocytopenia, leukopenia, vesiculobullous rash, urticaria, and angioedema), kidney failure, syncope, myasthenia, myositis, pancreatitis, photosensitivity reaction, myopathy, and rhabdomyolysis. **OVERDOSAGE** There is no specific treatment in the event of overdose. In the event of overdose, the patient should be treated symptomatically and supportive measures instituted as required. Hemodialysis does not significantly enhance clearance of rosuvastatin. **DOSAGE AND ADMINISTRATION** The patient should be placed on a standard cholesterol-lowering diet before receiving CRESTOR and should continue on this diet during treatment. CRESTOR can be administered as a single dose at any time of day, with or without food. **Hypercholesterolemia (Heterozygous Familial and Nonfamilial) and Mixed Dyslipidemia (Fredrickson Type IIa and IIb)** The dose range for CRESTOR is 5 to 40 mg once daily. Therapy with CRESTOR should be individualized according to goal of therapy and response. The usual recommended starting dose of CRESTOR is 10 mg once daily. Initiation of therapy with 5 mg once daily may be considered for patients requiring less aggressive LDL-C reductions or who have predisposing factors for myopathy (see WARNINGS, Myopathy/Rhabdomyolysis). For patients with marked hypercholesterolemia (LDL-C > 190 mg/dL) and aggressive lipid targets, a 20-mg starting dose may be considered. The 40-mg dose of CRESTOR should be reserved for those patients who have not achieved goal LDL-C at 20 mg (see WARNINGS, Myopathy/Rhabdomyolysis). After initiation and/or upon titration of CRESTOR, lipid levels should be analyzed within 2 to 4 weeks and dosage adjusted accordingly. **Homozygous Familial Hypercholesterolemia** The recommended starting dose of CRESTOR is 20 mg once daily in patients with homozygous FH. The maximum recommended daily dose is 40 mg. CRESTOR should be used in these patients as an adjunct to other lipid-lowering treatments (e.g., LDL apheresis) or if such treatments are unavailable. Response to therapy should be estimated from pre-apheresis LDL-C levels. **Dosage in Patients Taking Cyclosporine** In patients taking cyclosporine, therapy should be limited to CRESTOR 5 mg once daily (see WARNINGS, Myopathy/Rhabdomyolysis, and PRECAUTIONS, Drug Interactions). **Concomitant Lipid-Lowering Therapy** The effect of CRESTOR on LDL-C and total-C may be enhanced when used in combination with a bile acid binding resin. If CRESTOR is used in combination with gemfibrozil, the dose of CRESTOR should be limited to 10 mg once daily (see WARNINGS, Myopathy/Rhabdomyolysis, and PRECAUTIONS, Drug Interactions). **Dosage in Patients With Renal Insufficiency** No modification of dosage is necessary for patients with mild to moderate renal insufficiency. For patients with severe renal impairment (CL_{cr} <30 mL/min/1.73 m^2) not on hemodialysis, dosing of CRESTOR should be started at 5 mg once daily and not to exceed 10 mg once daily (see PRECAUTIONS, General, and CLINICAL PHARMACOLOGY, Special Populations, Renal Insufficiency).

NOTE: This summary provides important information about CRESTOR. For more information, please ask your doctor or health care professional about the full Prescribing Information and discuss it with them.

Rx only

Reference: IMS National Prescription Audit (August 2004).

CRESTOR is a trademark of the AstraZeneca group of companies
© AstraZeneca 2004
Licensed from SHIONOGI & CO., LTD., Osaka, Japan

Manufactured for: AstraZeneca Pharmaceuticals LP
Wilmington, DE 19850
By: IPR Pharmaceuticals, Inc.
Carolina, PR 00984

PCC 630100
Rev 09/04 223140

AstraZeneca

86 YEARS IN THE MAKING

Own a Sports Illustrated Presents Special Collector's Edition celebrating the Boston Red Sox's 2004 championship season.

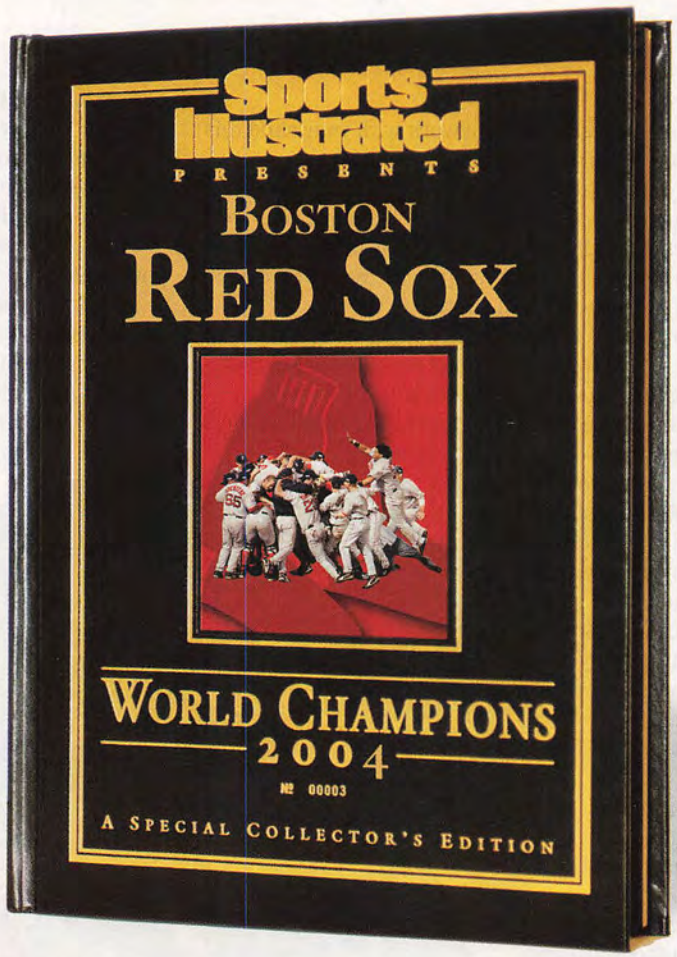
Each Collector's Edition features player profiles, stories from the season and inside coverage of the playoffs and 2004 World Series that only SI can deliver.

Hardcover Commemorative Edition

Individually Numbered

Gold-Lettered Cover Design

Makes a Great Gift!



Only $19.95 plus $4.95 shipping & handling

ORDER NOW Call 1-800-932-1111 or visit www.SIspecialoffer.com

Please allow 4-8 weeks for delivery. Residents of CA, DC, FL, GA, IL, MA, MI, NJ, NY, TN and TX must add appropriate taxes. Cover art and design subject to change. ©2004 Time Inc. All Rights Reserved. SPORTS ILLUSTRATED is a registered trademark of Time Inc. Source code: WS04PA01

Sports Should Belong To Kids, Not Parents

BY RICK WOLFF

Dear Parent:

Thanks for the opportunity to work with your child this season. I hope we can have some fun together.

First, I want you to know I fully understand that nothing is more important to you than the well-being of your sons and daughters. Like all good parents, you want the very best for them—in school, in their young social lives, in their extracurricular activities and, of course, in sports.

I also want what's best for your child, as well as for all of his teammates. And to ensure a good experience for everyone, I'm going to need your help on a few key issues.

For starters, we need to remember the season belongs to the kids, not us. Your days as a budding athlete are behind you now, so don't use your child's sports as a chance to relive your glory years. Support him in good games and bad games, and don't add to the pressure on him by asking him to carry on your personal aspirations.

When you do look back on playing sports as a kid, did you ever strike out with the bases loaded, miss a key free throw or shoot the puck wide of an open net? Chances are, you did. Making mistakes is a reality for all athletes, regardless of age. But one of the lessons of sports is in working hard to overcome missteps. Perhaps you have forgotten that. So this season, if your son has a tough game, give him a reassuring smile instead of a scowl. Praise his effort instead of disparaging him for "letting you down." As his coach, I'm going to stay as positive as I can, and I hope I can count on you to do the same.

Also, know that it's my responsibility to help your son identify his athletic strengths, while also working with him to develop aspects of his game that need some polishing. Please give me the freedom I need to accomplish this. I have been coaching for a long time and have learned a lot, and I'm dedicated to passing those lessons along to your child.

Similarly, give me a chance to let your son play a variety of positions. While you may have always trained (or wanted) your son to play point guard, please don't worry if I decide to try him as a forward. Nothing is permanent when it comes to positions. Seeing the whole team in practice, I have a better sense of how he can help the team most.

I also understand that when you come to watch a game, you want to see your son play. And I know your son doesn't want to sit the bench. Sometimes I've wished that I had only enough players for each position. That way every kid would play every minute. But of course, that is never the case. I always have kids on the sideline, waiting to get their shot.

I'll make sure every kid plays as much as possible and, hopefully, helps the team do well. All the balancing and juggling of lineups isn't easy, so please bear with me. If your child truly feels that he's being shortchanged on playing time, encourage him to come and talk to me. (He can learn by standing up for himself rather than having you do it for him.) If you want to talk, that's fine too. We can always chat after practice, when I can listen closely to your concerns—not before, during or after games.

Youth sports have changed so much since we played them. The expectations and pressures are greater. Winning seems more important than having fun, and many parents think this is just the latest stop on the road to a college scholarship and a pro contract. But that will only happen for a very select few. So we just have to focus on helping every kid on this team have a terrific season. Let's work together to make sure that happens.

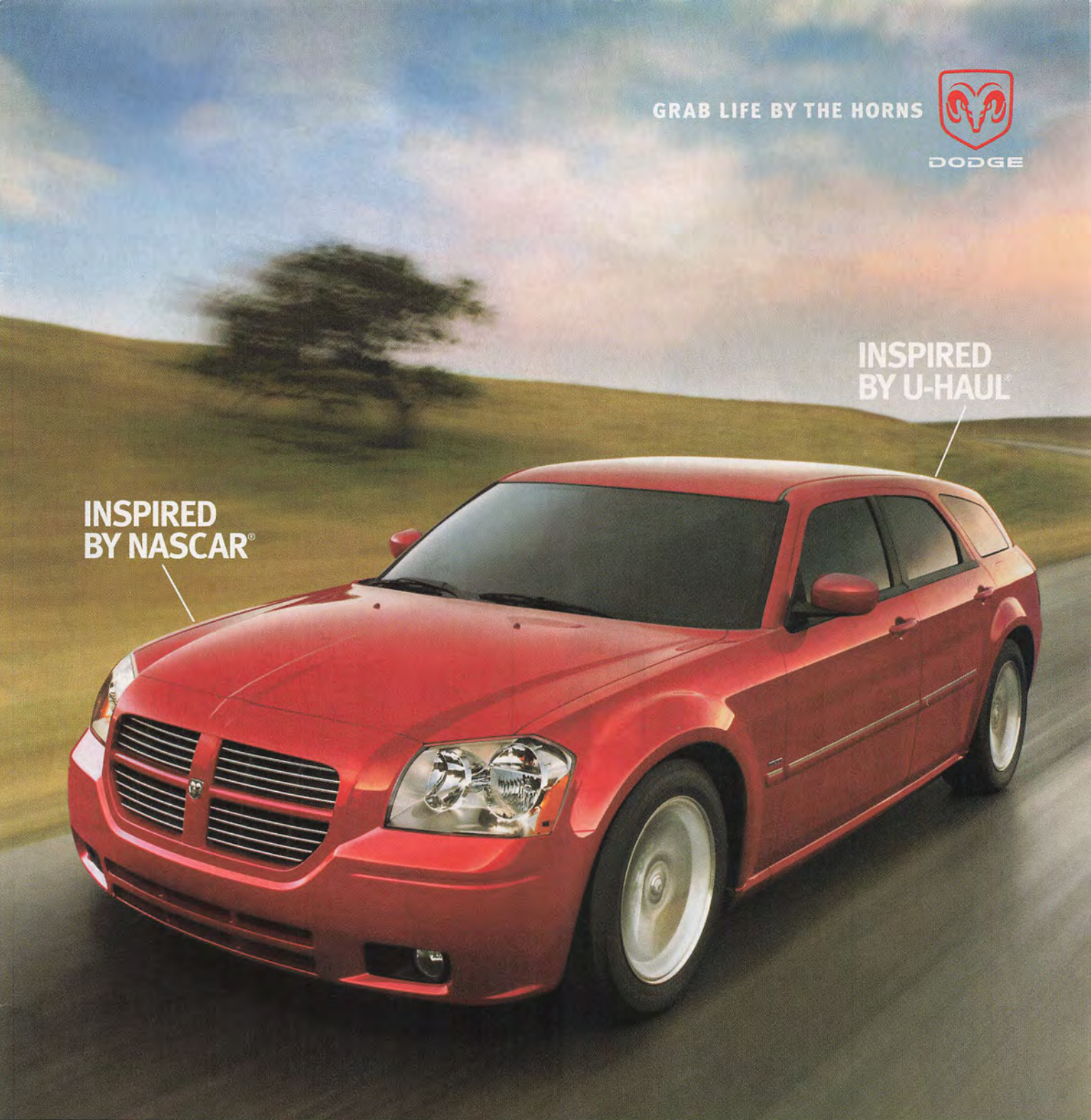
Sincerely,

Coach

Rick Wolff is chairman of the Center for Sports Parenting (www.sportsparenting.org). His weekly radio show, The Sports Edge, *is heard every Sunday morning on WFAN Sports Radio 660 AM in New York.*

ILLUSTRATION BY MARC ROSENTHAL

© 2004 Time Inc.



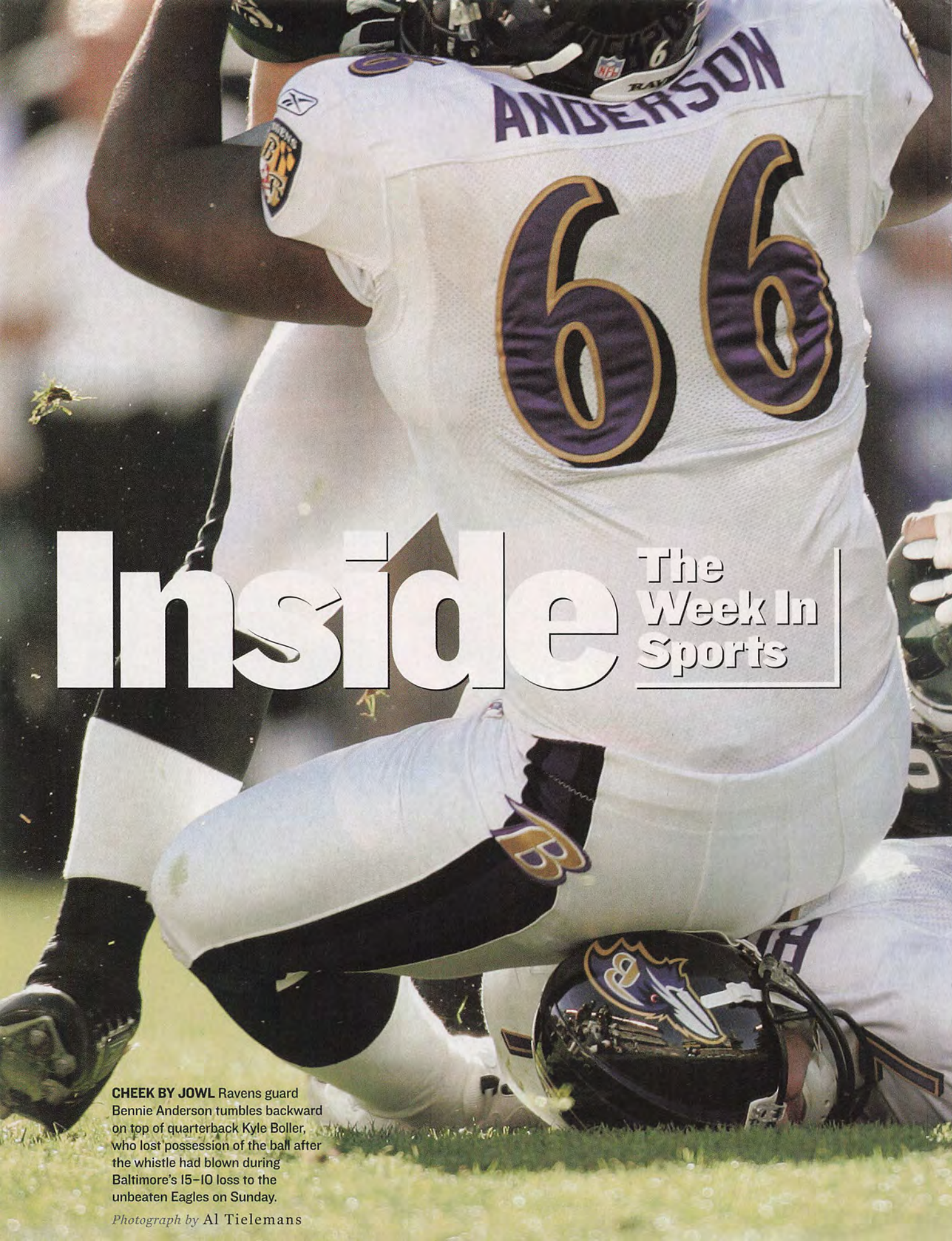
THE ALL-NEW DODGE MAGNUM RT. OPEN IT UP FROM EITHER END. Put the pedal down and you'll find the power of a 340-horsepower HEMI® V8 engine and the performance of world-class ride and handling. Lift the unique access liftgate, and you'll find more cargo space and comfort than you ever thought possible. Dodge Magnum. Either way you open it, it's perfect for you. Visit dodge.com or call 800-4ADODGE.

NASCAR® is a registered trademark of the National Association for Stock Car Auto Racing, Inc. U-Haul is a registered trademark of U-Haul International, Inc. For more information about Chrysler Financial, ask your local dealer.

★ ★ ★ ★ ★ FIVE-STAR | HIGHEST GOVERNMENT FRONTAL CRASH TEST RATING

Chrysler Financial

BUCKLE UP

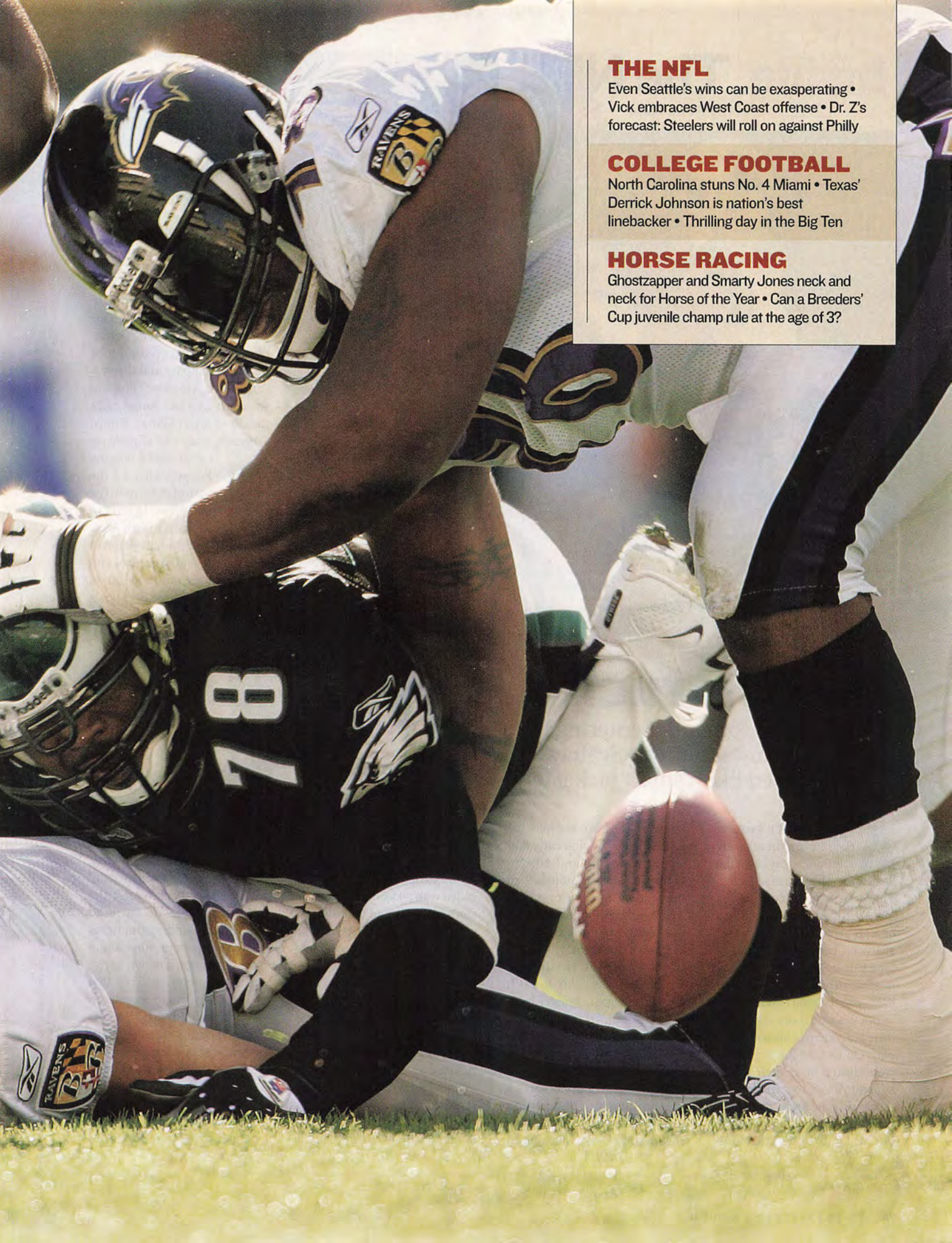


Inside

The Week In Sports

CHEEK BY JOWL Ravens guard Bennie Anderson tumbles backward on top of quarterback Kyle Boller, who lost possession of the ball after the whistle had blown during Baltimore's 15–10 loss to the unbeaten Eagles on Sunday.

Photograph by Al Tielemans



THE NFL

Even Seattle's wins can be exasperating • Vick embraces West Coast offense • Dr. Z's forecast: Steelers will roll on against Philly

COLLEGE FOOTBALL

North Carolina stuns No. 4 Miami • Texas' Derrick Johnson is nation's best linebacker • Thrilling day in the Big Ten

HORSE RACING

Ghostzapper and Smarty Jones neck and neck for Horse of the Year • Can a Breeders' Cup juvenile champ rule at the age of 3?

by Peter King

GET A GRIP
Seattle won despite a fumble by Jackson and brainlock by Hasselbeck (8).

Dumbstruck

A Super Bowl contender entering the season, the mistake-prone Seahawks haven't looked like a smart pick lately

AFTER EIGHT weeks of the season, there's only one thing to say about the Seahawks: They are maddening. That was made clear on Sunday, in a 23–17 win over the Panthers on a gorgeous Pacific Northwest afternoon, because Seattle should have won by 30 points instead of needing an onside kick to bounce its way in the final two minutes.

But this isn't about one game; there is a pattern of up-and-down play. On Oct. 10 the Seahawks were closing in on their fourth straight victory to open the season, leading the Rams 27–10 midway through the fourth quarter, but St. Louis rallied to win in overtime. The following week the Seahawks fell behind early and lost at New England 30–20. Worse, the lowly Cardinals then beat them 25–17, after which coach Mike Holmgren said he was "the most frustrated I've ever been with this team."

The win over the injury-ravaged Panthers didn't do much to calm Holmgren. "Jiminy Christmas!" he said. "If we could just avoid the really, really dumb plays we're making, we could win every game on the rest of our schedule." The epitome of stupidity was a second-quarter interception thrown by Matt Hasselbeck, who admitted, "If I were watching on TV, I'd say, 'That is the dumbest quarterback I've ever seen.' "

He had taken the Seahawks 77 yards for a touchdown on the game's opening drive, 39 yards on the second possession (which ended with wideout Darrell Jackson's fumble) and 94 yards to paydirt on the third drive. At that point Hasselbeck had completed 13 of 15 (with one pass dropped) for 123 yards and a touchdown. After Carolina cut the lead to 14–7, Hasselbeck drove Seattle to the Panthers' seven. On second-and-goal Holmgren, who runs the offense, called for a rollout pass. Speaking to Hasselbeck on the coach-to-quarterback radio system, Holmgren said, "Now don't be careless with the ball here. Throw it away if the play's not there." Hasselbeck found that reminder odd. Of course he wouldn't be careless, especially in the red zone on second down.

Hasselbeck dropped back, but defensive end Julius Peppers broke free and was in his face in a split second. Two thoughts ran through the quarterback's head: Throw the ball low to hot receiver Shaun Alexander, and don't get a penalty for intentional grounding (as he had in the loss to the Patriots). Unable to find Alexander, Hasselbeck recalled, "I tried to sort of jump up and throw it at the feet of a receiver." Problem was, the player he selected, right tackle Floyd (Pork Chop) Womack, wasn't an eligible receiver, and a lunging Peppers affected the path of the throw. The ball went directly to linebacker Brian Allen. The Seahawks never regained control and were outscored 10–9, with three field goals to show for their last seven possessions.

This was Hasselbeck's 46th NFL start, and for Seattle—a trendy preseason Super Bowl pick—to win the NFC West, he can't make mistakes like that. "There is nothing that can be said to me to explain that one," Holmgren said of the ill-advised pass. "Sometimes you have to throw it away and live for another day. Matt at some point will do that."

But Hasselbeck wasn't the only Seahawk who suffered brainlock on Sunday; teammates made three or four other dumb plays, including a blown coverage in the prevent defense that allowed Carolina to complete a 63-yard pass, setting up a touchdown. Thanks to a 195-yard rushing day by Alexander, Seattle (4–3) was able to snap its three-game losing streak and move into a tie with idle St. Louis for the division lead.

A game like that illustrates

ROBERT BECK (JACKSON); OTTO GREULE JR./GETTY IMAGES (HASSELBECK)

why Holmgren, who won a Super Bowl as coach of the Packers, is a pedestrian 45–44 in six seasons in Seattle. Most of the pieces are in place for a championship run, but his team will have to play a lot smarter if it hopes to win games in January.

VICK'S RED-HOT DAY

Is Patience Paying Off?

Falcons quarterback Michael Vick faced a frustrating situation at Denver on Sunday—but it came *after* Atlanta's 41–28 victory. A fire alarm went off during his press conference, forcing Vick to yell over the racket for a few minutes until he gave up and left the room.

ON HIS TOES Well-prepared and decisive, Vick dazzled Denver with his arm and legs.

With his incendiary performance at Invesco Field, Vick had likewise drowned out (at least temporarily) those who doubted his grasp of the team's new West Coast offense. He raced through the Broncos for 115 yards. He completed 18 of 24 passes for another 252 yards and two touchdowns, with no interceptions. After several poor outings this season—especially in a 56–10 loss to Kansas City on Oct. 24—Vick reminded everyone of how explosive he can be. "My concentration level was real high," Vick said. "I'd spent more time studying film and my playbook because I wanted to make sure I was ready for this one. I think it showed."

Vick repeatedly scrambled for long gains when pass plays bogged down. His improvisation was impressive not only because he frequently eluded the Broncos' quick linebackers but also because he acted more decisively than in recent weeks. That helped the Falcons pile up 467 total yards against the league's second-ranked defense.

It also made Vick feel better about the offense new coach Jim Mora introduced this season. Even though he'd thrown four touchdowns and six interceptions before Sunday, the Atlanta staff hasn't been discouraged. "We've constantly told Mike that [learning this system] will be a two- or three-year process," says offensive coordinator Greg Knapp. "And we've provided him with examples, like Donovan McNabb and Daunte Culpepper. They're great now, but they had their ups and downs. Michael understands the big picture. It's the people watching him who can't be patient." —*Jeffri Chadiha*

SAN DIEGO'S CATCH

Happy Days for McCardell

For the last four months, says Chargers wide receiver Keenan McCardell, he's been waiting for this chance. Or more specifically, chances like those he had on Sunday in San Diego's 42–14 romp over the visiting Raiders. "I just wanted to be in a place where I could make a difference," said McCardell, after catching

King's Corner

HOT TOPIC

Four days after the Red Sox won their first World Series in 86 years, the Patriots lost their first game in 399 days, a 34–20 drubbing by the Steelers. Pittsburgh won this one the way the Pats had won so many during their NFL-record, 21-game winning streak. The Steelers were smart, attacking injury replacements Randall Gay at cornerback with wideout Plaxico Burress *(above)* and Brandon Gorin at left tackle with linebacker Joey Porter. They were opportunistic, finishing with a plus-four turnover ratio and scoring 24 points off takeaways. And they put together a smashing ground attack, outrushing New England 221 yards to five. It'll be tough for New England to start a new streak with games at St. Louis and red-hot Kansas City in the next three weeks.

BY THE NUMBERS

Passers are on a record pace for completion percentage and quarterback rating, in large part because receivers are having an easier time getting off the line of scrimmage. Officials have been more stringent about enforcing the rule prohibiting defensive players from making contact with receivers more than five yards downfield. Here's how the stats through Sunday compare with league completion rates and passer ratings over the last five seasons.

Year	Through Eight Weeks Comp.%	QB Rating	Full Season Comp.%	QB rating
2004	.609	84.0	?	?
2003	.592	78.1	.588	78.3
2002	.605	81.1	.596*	80.4*
2001	.600	80.2	.590	78.5
2000	.586	79.8	.582	78.1
1999	.567	75.5	.571	77.1

** NFL record*

MATCHUP OF THE WEEK

Daunte Culpepper versus Peyton Manning *(right)*. The best two quarterbacks in the first half of the season meet Monday night in Indianapolis. The combined stats of the Vikings' Culpepper and the Colts' Manning: .679 completion percentage, 4,341 passing yards, 42 touchdowns, nine interceptions.

THREE POINTS

1. What's with Chargers fans? Their team was 4–3 and the Raiders were coming to town, yet last week San Diego–area businesses had to buy 2,800 tickets to avoid the first blackout of a Raiders-Chargers game since 1977.
2. If I were a fan of the perennially woeful Cardinals, I'd love coach Denny Green's ruthlessness. Unhappy with Arizona's offensive line, he reassigned assistant Bob Wylie after six games.
3. It's absurd that Michael Vick has been sacked more times (25) than Drew Bledsoe (24) or Vinny Testaverde (13).

Peter King's Monday Morning Quarterback, every week at **si.com/football.**

BRIAN BAHR/GETTY IMAGES (VICK); TOM E. PUSKAR/AP (BURRESS); JEFF GROSS/GETTY IMAGES (MANNING)

four passes for 55 yards and a touchdown in his second game as a Charger. "Being here with a quarterback like Drew [Brees] and how this offense is playing? I'm just happy, man. Just happy."

Because of a bitter holdout in Tampa Bay, McCardell had been prepared to sit the season out. But hours before the Oct. 19 trade deadline, San Diego—a surprising contender in need of a receiver, especially after losing wideout Reche Caldwell to a right knee injury two days earlier—sent the Bucs its third- and sixth-round draft picks in 2005 for McCardell.

In the 34-year-old McCardell, the Chargers get a tough, meticulous veteran who, says general manager A.J. Smith, "still plays the game young." As the Bucs' primary target last season he snagged 84 passes for 1,174 yards and eight touchdowns. But in San Diego, McCardell is just one of the many threats at Brees's disposal. "He's a professional, he's picking up our offense really quickly and he's dependable," said Brees, after completing 22 of 25 passes for 281 yards and five touchdowns against Oakland. "Knowing he's out there makes my job easier." —*Josh Elliott*

DISPATCHES

A Wind-Win Situation

With winds up to 40 mph in Buffalo on Sunday, Bills punter Brian Moorman sometimes had to wait for the gusts to pass before kicking. Yet his six punts into the wind traveled an average of 40 yards. "He won that game for us," Buffalo placekicker Rian Lindell said after a 38–14 rout of Arizona, the Cardinals' 17th straight road loss. . . . Terrell Owens is on pace for 96 catches, 1,593 yards and 21 touchdowns—all of which would be Eagles records. . . . Keyshawn Johnson wants the damn ball, and he'll get it. Injuries have forced Dallas to play three wideouts with zero catches: Terrance Copper, Patrick Crayton and Randal Williams. □

Dr. Z's Forecast

You'd call the Steelers giant killers, except they are now giants themselves, with a giant for a quarterback. On Sunday they ended the Patriots' 21-game winning streak. Now they have a chance to take down the last undefeated team, the Eagles, who are going into Pittsburgh's Heinz Field as favorites, just as New England did.

Why is Philly favored? For the same reasons the Patriots were—a superstar quarterback and a crafty defensive strategist who should be an overmatch for a rookie quarterback such as Ben Roethlisberger. Tom Brady has been a miracle worker for New England, but the Steelers' swarm got to him. I hate to belittle a magnificent victory for Pittsburgh, but Brady was playing with half a deck.

PHINISHED Without a ground game to call on, McNabb's unbeaten run will end in Pittsburgh.

Running back Corey Dillon was inactive with a thigh injury, the wideout corps was thin, one tackle was missing and in the second half the other tackle spot was manned by a backup too. Good luck trying to hold off the Steelers' maniac edge rushers with jayvee tackles.

Well, Eagles quarterback Donovan McNabb more or less has his troops in order, with the exception of running back Brian Westbrook, who missed the game against the Ravens on Sunday with a cracked rib. Dorsey Levens has had a great career, but McNabb is not going to hold the Pittsburgh linebackers with play fakes to Levens. And Levens is not about to carry the running game Philly needs to blunt the Steelers' rush. McNabb failed to convert any of his first seven third-down situations on Sunday, and it took some heavy muscle work by wideout Terrell Owens to bail him out.

The matchup of Eagles defensive coordinator Jim Johnson, with his complicated blitz and coverage packages, against Big Ben, the rookie, doesn't seem fair. I heard the same thing about Bill Belichick's schemes last week, but without varsity cornerbacks—both New England starters were out for most of the game—you can't manufacture coverage out of thin air.

The 6′ 5″, 242-pound Roethlisberger is riding high, in a kind of rookie euphoria, and sooner or later he'll have a downer, just as Daunte Culpepper had against the Giants on Sunday. Nothing seems to confuse Roethlisberger, though. He seems impervious to the rush. I'll ride with the hot quarterback, and **take the Steelers** in . . . gosh, it will be an upset, won't it?

The Patriots are favored in St. Louis, but you don't want to go into the Eddie Dome with a banged-up secondary. The **Rams** will win it.

Beware the Hawk, that vicious gale-force wind that whips through Buffalo. Kindly present a running game or go home if the winds are blowing as they were on Sunday, up to 40 mph. The Bills have a running back in Travis Henry and now another in Willis McGahee. But the **Jets** have Curtis Martin, whom they will surely need, as they squeeze out a tough one against the Bills. Oakland is due for a rebound, but not on the road against the Panthers—**Carolina** is the pick.

The Vikings and the Colts might set total yardage and points records for a Monday-nighter. Hold the opposition to a three-and-out series, and you've broken service and will probably win. Stop the other team twice and it's a blowout. The **Colts** win on more service breaks. Finally, the **Cowboys** keep it going in Cincinnati and the **Chiefs** do the same in Tampa. —*Paul Zimmerman*

Last week: 7–2 **Season: 44–29**

Dr. Z writes for the Web every Wednesday, Thursday and Friday at **si.com/football.**

AL TIELEMANS

A gut decision based on science.

Steve Hryniewicz lost 27 lbs. in 20 weeks with the help of HYDROXYCUT® in his diet and exercise program. Results will vary.*

Hydroxycut.com

Lose 2-3 times the weight

*than with diet and exercise alone**

*In two 8-week studies in which all groups followed a diet and exercise plan, subjects using the primary ingredients in HYDROXYCUT® (HCA extract, chromium, and *Gymnema Sylvestre* Extract) lost, on average, significantly more weight than subjects using a placebo (14.96 vs. 3.06 lbs. and 12.55 vs. 3.51 lbs.). Carefully read the entire label before use. Regular exercise and proper nutrition are essential for achieving your weight-loss goals. Individual has been remunerated. HYDROXYCUT Carb Control is patent-pending. © 2004 Iovate Copyright Ltd. All rights reserved. The HYDROXYCUT® trademark is owned by its trademark owner and is used with permission.

DRIVE TIME
Durant led the Heels 65 yards to set up Barth's game-winning kick (inset).

Shocking Blue

Suddenly potent North Carolina stunned unbeaten Miami and may have saved coach John Bunting's job

ON SUNDAY morning North Carolina coach John Bunting realized that he had given his players the day off without warning them to steer clear of trouble during their Halloween celebrations later that night. Bunting need not have worried, because the Tar Heels were already partied out after pulling off the ultimate trick against Miami the night before: a 31–28 upset of the fourth-ranked, previously unbeaten Hurricanes in Chapel Hill on freshman placekicker Connor Barth's last-second 42-yard field goal.

In addition to ruining Miami's national championship hopes, the Tar Heels, who had never beaten an opponent ranked in the Top 5, also bolstered their coach's chances of keeping his job. North Carolina had lost 20 of its last 26 games before Saturday, and the firing of Florida coach Ron Zook last week only increased the heat on Bunting. Many Tar Heels fans were afraid the new opening at Florida would hurt their chances of luring former Duke and Gators coach Steve Spurrier to North Carolina as Bunting's replacement and were calling for Bunting's immediate dismissal.

Spurrier himself could not have engineered a more impressive performance against Miami, or a more unlikely one. North Carolina was ranked 116th of the 117 Division I-A teams in total defense (503.9 yards per game), yet the Tar Heels stuffed the Hurricanes, holding them to 77 yards on the ground. North Carolina's top two running backs were injured, but third-string back Chad Scott overcame an injured hip and carried 25 times for 175 yards and two touchdowns. "Chad was huge," says Bunting. "He showed a toughness that, frankly, we hadn't seen from him before."

The Tar Heels' offensive line not only blew open big holes for Scott but also gave quarterback Darian Durant time to complete 21 of 29 passes for 266 yards and two touchdowns. "Our offensive line is the strength of our team, and we saw some things on film that made us believe we could run the ball on Miami," says Bunting, whose team finished with 545 yards of total offense.

The Tar Heels (4–4, 3–2 in the ACC) have a realistic chance of getting the two additional victories they need to become bowl eligible; their final three games are at home against Virginia Tech on Saturday, and at Wake Forest and Duke. But even getting to a bowl game for the first time in three years probably wouldn't be met with as much euphoria in Chapel Hill as the victory over Miami was. After Barth's game-winning kick fans stormed the field and tore down the goalposts. Barth said he thought he might have a concussion from getting so many congratulatory slaps on his helmet.

The scene was so chaotic that Bunting had to give up on his efforts to find Miami coach Larry Coker for a postgame handshake. "This win probably ranks up there with our Florida State win [in 2001] and [my] winning the Super Bowl [in 2000 while an assistant with the Rams]," said Bunting on Sunday. "But you don't have much time to think about it or celebrate. I was in here first thing this morning looking at film, and we've already turned our attention to Virginia Tech next week."

Three and Out

1. How bad is the Big 12 North? **Nebraska**, which lost to Texas Tech 70–10 on Oct. 9, converted just 1 of 15 third downs and completed four passes last Saturday against Missouri, yet it won 24–3 and is now in first place in the division (3–2, 5–3 overall).

2. The **BCS** may have to revamp its planned five-bowl format for 2006 and beyond. In bidding for the rights to the watered-down series for 2006, ABC reportedly offered 33% less per game than it's paying now. The BCS has begun seeking bids from other networks.

3. The gutsiest call of the season so far was made on Saturday by Baylor coach **Guy Morriss**, who went for two when trailing by one in overtime against Texas A&M. Quarterback **Shawn Bell** connected with **Dominique Zeigler**, and the Bears won 35–34, their first victory over a ranked team in six years. —*Stewart Mandel*

SEAN MEYERS/ICON SMI; STREETER LECKA/GETTY IMAGES (INSET)

DEFENSIVE DEMON

Don't Mess With Johnson

While Texas would like to forget almost everything about its 12–0 loss to Oklahoma in the Red River Shootout last month, one play was worth savoring. On a third-and-four from the Sooners' 19-yard line in the second quarter, Longhorns senior linebacker Derrick Johnson sprinted across the field toward rolling-out quarterback Jason White and hooked an arm around White's waist, popping loose the football, which Texas recovered.

Such plays are common for the 6' 4", 235-pound Johnson, who has established himself as one of the nation's best defensive players. Johnson has forced a school-record seven fumbles this season and leads the Longhorns with 83 tackles, including four in last Saturday's 31–7 thrashing of Colorado. After a 35–13 loss to Texas on Sept. 25 in which Johnson had eight tackles and forced a fumble, Rice coach Ken Hatfield called him a "dominant force" and "as good as anyone who plays the game."

HEAVY HITTER Johnson, who has forced seven fumbles, is the nation's best linebacker.

Johnson wasn't always so fierce. Despite athletic genes—his older brother, Dwight, and a cousin, Bert Emanuel, played a combined nine years in the NFL as a defensive end and receiver, respectively—Johnson was "a mama's boy," according his mother, Beverly. But when Derrick came home one day at age nine to say that he had been bullied during a basketball game in his Waco, Texas, neighborhood, Dwight took him back to the court. "He stuck up for himself, all right," says Dwight, now 27. "The other kid didn't get a lick in."

Johnson soon brought that aggressiveness to the football field. As a senior at Waco High he had 170 tackles, most memorably a WWF-esque takedown of now Texas A&M quarterback Reggie McNeal during the Lions' 21–14 win over Lufkin in the state 5A playoffs. In his first three seasons at Texas, Johnson distinguished himself as the Longhorns' top defensive playmaker. Last season he had 125 tackles, including 20 for loss, and was named All-America.

Still, in watching Johnson on tape last winter, Texas' new co–defensive coordinator Greg Robinson saw room for improvement. He moved Johnson from middle linebacker to the weakside spot to better take advantage of his speed, and he worked to reduce Johnson's habit of overrunning the ball. Johnson also started doing training runs and cut out Taco Bell. "I'd have been selling myself short if I didn't do all that," says Johnson. "Ahead of me are goals I've been waiting a long time to reach."

Although Johnson didn't attain his No. 1 goal—beating Oklahoma—he can still help send Texas to a BCS bowl; the Longhorns have turned in three impressive wins since losing to the Sooners and are ranked No. 6. Johnson is sure to reach his other goal, making the NFL. Most scouts predict that he'll be one of the top 10 picks in next April's draft, thus becoming the first Texas linebacker since Tommy Nobis in 1966 to go in the first round. No one will be happier to see him in the NFL than the Longhorns' opponents. —*Kelley King*

Phil Taylor's Sidelines

A WILD DAY IN THE BIG TEN

Pick a storyline, any storyline. The Big Ten provided plenty of them during a thrilling Saturday that featured two major upsets of ranked teams and a near miss. Indiana was winless in the conference before beating 24th-ranked Minnesota 30–21, and Northwestern shocked No. 17 Purdue 13–10 in a game that continued Boilermakers quarterback **Kyle Orton**'s free fall in the Heisman race. After being pulled for ineffectiveness in the third quarter last Saturday, Orton *(right)*, the Heisman front-runner three weeks ago, probably won't even get an invitation to New York City as one of the top five vote-getters. Wildcats coach **Randy Walker**, who was hospitalized early last week with an inflammation of his heart, chided his players for giving him such a stress-inducing victory after **Noah Herron** scored the winning touchdown with 38 seconds left, but Walker was lucky he wasn't involved in Michigan's come-from-behind, triple-overtime 45–37 win over Michigan State. The most fortunate member of the Big Ten was Wisconsin, which had no trouble maintaining its unbeaten mark in the conference. The Badgers were idle.

DUCKS ARE QUACKING

USC and California are the only Pac-10 teams that have received much national attention, but Oregon is quietly keeping pace with the big two. With their 31–6 win over Washington, the Ducks are 4–1 in the conference and tied with the Bears for second place, one game behind the Trojans. Oregon has won four straight, thanks largely to a defense that seems to find a new way to excel every week. In their last three games the Ducks, led by stud tackle **Haloti Ngata** *(above)*, shut out Arizona for 58 minutes before giving up a pair of meaningless scores in a 28–14 win, had 10 sacks in a 16–13 victory over Stanford and held Washington to just 45 rushing yards. Oregon's four-game run hasn't been against particularly stiff competition, but the Ducks (5–3 overall) will get the chance to prove themselves on Saturday at Cal. With USC seemingly headed for a spot in the national championship game, the Oregon-Cal winner will most likely go to the Rose Bowl.

HAWAII'S CHANG HALTED

Although Boise State's defense stifled him for the entire game, in the end it was his own coach who kept Hawaii quarterback **Timmy Chang** *(right)* from setting the NCAA career passing yardage record. Warriors coach June Jones kept Chang on the bench for the final possession of last Friday's 69–3 loss because he didn't want Chang—who needed just 14 more yards to break Ty Detmer's mark of 15,031—to make history in such an otherwise disastrous game. Chang, who was limited to 227 yards and threw four interceptions, did set Division I-A career records for interceptions (74) and total offense (14,809 yards), although he'll have a hard time finding video evidence of either. Hawaii's performance was so dismal that Jones doesn't plan to let his players look at the tape of the game.

GARRETT ELLWOOD/WIREIMAGE.COM (JOHNSON); JONATHAN DANIEL/GETTY IMAGES (ORTON); TOM HAUCK/ICON SMI (NGATA); AARON M. SPRECHER/ICON SMI (CHANG)

by Tim Layden

Neck and Neck

Ghostzapper took the Breeders' Cup Classic and made his Horse of the Year race with Smarty Jones a photo finish

GHOSTZAPPER'S WIN in the $4 million Breeders' Cup Classic last Saturday was one of the most dominant performances in the 21-year history of the race. The blazing bay 4-year-old toyed with a solid field and won by three lengths in a stakes record time at Lone Star Park outside Dallas. Soon, however, Ghostzapper will face a less tangible foe: the memory of Smarty Jones.

NO DOUBT Like Smarty (above), Ghostzapper (black silks) dominated.

One of them will be voted Horse of the Year. "It's a two-horse race," said trainer Todd Pletcher, who won two races on Breeders' Cup day. "You've got the horses who won the toughest races in the world, the Kentucky Derby and the Breeders' Cup Classic. And you've got to choose between them."

The paths of Smarty Jones and Ghostzapper never crossed. Smarty raced fellow 3-year-olds in the winter and early spring, won the Kentucky Derby and crushed the field in the Preakness. He was finally knocked off in a brutal Belmont, beating back challenges from three horses before losing to Birdstone in the long stretch.

Ghostzapper was slowed early this year by a cracked hoof and did not race until July 4 at Belmont Park. But he went unbeaten in four races, showing the kind of speed that reduces handicappers to mumbling (including a 128 Beyer speed figure at the Aug. 21 Iselin at Monmouth Park, the highest figure of the year).

In other words Smarty Jones owned the first half of the year, Ghostzapper the second. Horse of the Year is a coin toss, and it will be decided on intangibles. "The way I look at it," says Pletcher, "the Derby is an even harder race to win than the Breeders' Cup Classic, so you go with that. But for some people, recency is going to be a factor."

"Ghostzapper might be as good as any horse we've seen in a long time," says Dale Romans, who trains Roses in May, the Classic runner-up. Ghostzapper will get support for the breathtaking power of his races and for winning the last race of the season.

Smarty Jones, on the other hand, will benefit from having thrust horse racing onto center stage during the Triple Crown season, generating massive television ratings and uncommon buzz. But he will be hurt by his owners' disappointing decision to retire him in August for a syndication fee of $39 million.

In the end, though, Smarty Jones turned in more significant performances than Ghostzapper, at a time when the world was watching. For that, Smarty Jones deserves to be named Horse of the Year. By a nose. □

SI.com/more

Arrested Development

Wilko's win in the Breeders' Cup Juvenile and Sweet Catomine's in the Fillies imply they could rule as 3-year-olds. But no Juvenile winner has ever won the Kentucky Derby, and the 3-year-old records *(below)* of recent B.C. 2-year-old champs are spotty.

Breeders' Cup Juvenile Winners

2003 **Action This Day**
Raced four times, never hit the board

2002 **Vindication**
Never raced; injured, retired to stud

2001 **Johannesburg**
Three starts, no victories

2000 **Macho Uno**
Won Pennsylvania Derby, ran fourth in Breeders' Cup Classic

Juvenile Fillies Winners

2003 **Halfbridled**
Second in two stakes; idle since

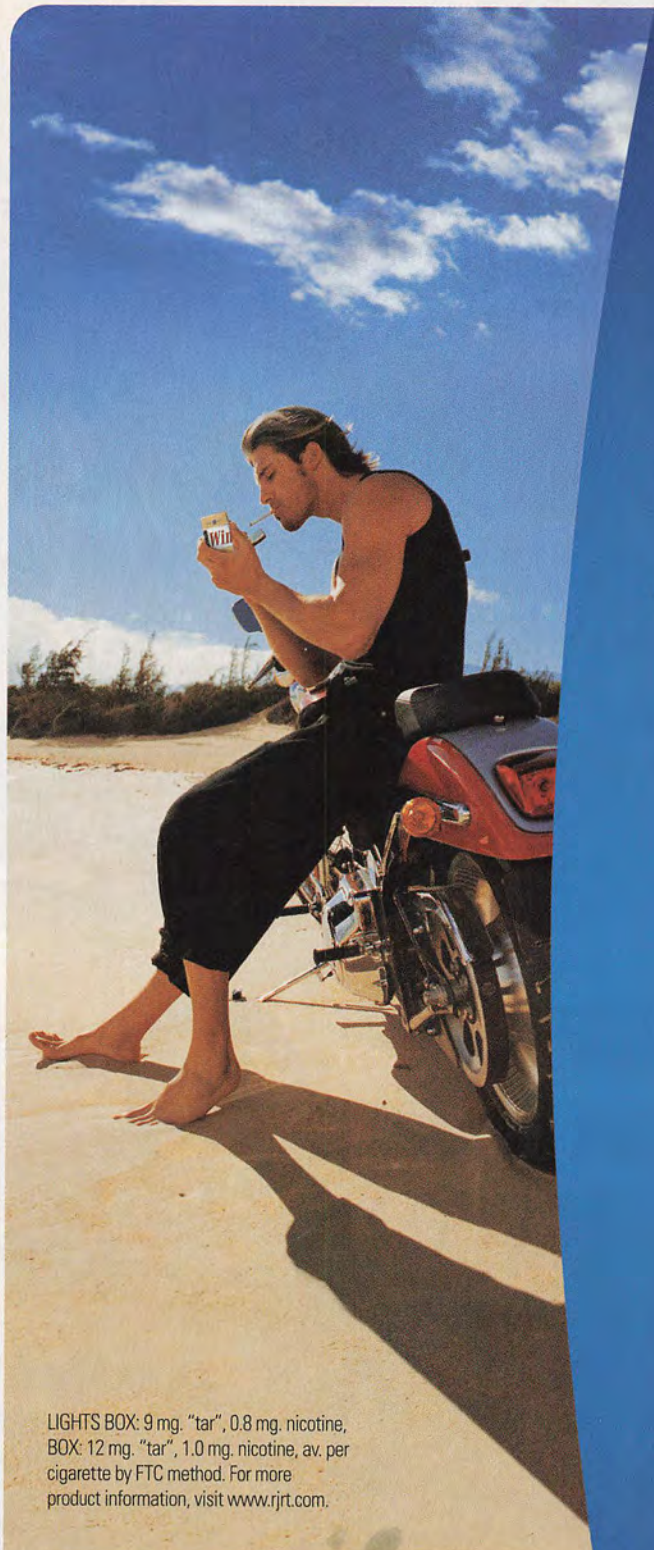
2002 **Storm Flag Flying**
Only two starts as a 3-year-old

2001 **Tempera**
Ran in Dubai twice, then euthanized

2000 **Caressing**
Eight starts, just two victories

BILL FRAKES (2)

©2004 RJRTC



ADDITIVE FREE

The only additive is the fire you light them with.

Winston cigarettes are made with a blend of 100% tobacco – for a naturally smooth taste created by the earth, water and sun. A flavor unmatched by any additive.

ADDITIVE FREE • NATURALLY SMOOTH

LIGHTS BOX: 9 mg. "tar", 0.8 mg. nicotine, BOX: 12 mg. "tar", 1.0 mg. nicotine, av. per cigarette by FTC method. For more product information, visit www.rjrt.com.

No additives in our tobacco does **NOT** mean a safer cigarette.

Winston

LEAVE THE BULL BEHIND

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

INSIDEWINSTON.COM

WEBSITE RESTRICTED TO SMOKERS 21+

Somewhere between the 18-inch alloy wheels and those monster dual exhausts, things got out of hand. It could have been the 260-horsepower engine or center-mounted gauges. Maybe the aluminum pedals or race-inspired interior. One thing is certain, it's a whole new level of Altima. For more information, call 800-NISSAN3 or visit NissanUSA.com.

Nissan, the Nissan Brand Symbol, "SHIFT_" tagline and Nissan model names are Nissan trademarks. Always wear your seat belt, and please don't drink and drive. ©2004 Nissan North America, Inc.

Introducing The Nissan Altima SE-R

NISSAN

SHIFT_performance

Banding Together

by Rick Reilly

PEOPLE HAVE said some very dumb things, such as "Hey, let's ask Coach Knight to go huntin'!" and "You're AOL. We're Time Warner. Let's merge!" and "Yankees World Series tickets go on sale Monday!"

But one of the dumbest things anybody ever said was at a high school cross-country meet last month in Virginia Beach. As runners finished the boys' and girls' races, an official disqualified about two dozen of them. The reason? "No jewelry allowed," the official told their coaches.

Ten were wearing yellow Lance Armstrong LIVESTRONG bracelets in support of the fight against cancer, including several of the boys and most of the girls on the Ocean Lakes High teams. Their times were disallowed. The girls' squad had to forfeit for lack of eligible finishers. And then the phones started doing the Watusi. "Turns out these wristbands are a very powerful force," says Ocean Lakes coach Mike Nestor.

You can't even imagine.

The Lance Armstrong Foundation recently sold its 20 millionth bracelet—at $1 each, with almost all of that money going to help cancer survivors and those coping with the disease. They're selling 150,000 a day. Not bad considering that when Nike came up with the idea, "we figured we'd be lucky to sell half a million," says Michelle Milford, the foundation's associate director of p.r. "It's been miraculous."

Nike found a vendor to make the bracelets and paid for the first five million—and did not slap its logo on all of them. Now *that's* miraculous. Nike slaps its logo on the foreheads of employees' children.

From the time they went on sale, on May 17, the simple yellow rubber bracelets have gripped people. One day, in Pigeon Forge, Tenn., a Niketown cashier asked a man if he'd like to buy one. He said no, he'd like to buy two, to honor a son who was going through chemo. But he wanted the cashier to give them to the two young boys in line behind him. When the cashier handed the two bracelets to the boys' mother, she said, "And give me two more for the people behind us."

Then the people behind them bought some for the people behind them. And on and on and on. The people in that store paid it forward the rest of the night, nonstop, buying more than 100 bands, until the store closed. Still think one person can't make a difference?

It's not a trend. It's a brotherhood. In airports I've seen bracelet wearers spot one another, then hold up their arms to flash the yellow band, smile and walk on. Bill Clinton, George W. Bush and John Kerry all have them. Brides and grooms have worn them in weddings in front of hundreds of yellow-banded friends.

In Green Bay friends of Packers quarterback Brett Favre just ordered 100 in support of his wife, Deanna, who has breast cancer. Wouldn't it be something if Favre ran onto the field next game and saw 72,569 fans silently holding up their LIVESTRONGS to him?

Some people wear as many as a dozen bands at a time. Some hang charms on them in memory of loved ones they've lost. Armstrong himself, survivor of 14 tumors, is "blown away by this. And I don't think they'll disappear. The fad may fade, but the meaning won't. I'm never taking mine off."

Good thing he's not a high school runner, because the only jewelry allowed under national rules are medals worn as "displays of religious faith" and medical bracelets. "The band *is* a display of faith," protested Jane Brooks, a Virginia Beach School Board member, "faith in oneself."

Twenty million LIVESTRONG bracelets have been sold. "The band is a display of faith," says Jane Brooks, "faith in oneself."

Buried by public outrage, a district official reversed the decision against the 10 runners wearing the bracelets because they had not received "adequate prior notice" that the bands were considered jewelry.

So, just to recap, Hicham El Guerrouj, the greatest middle-distance runner in the world, can wear a yellow bracelet as he wins gold in Athens, but a kid running a 10-minute mile can't. And a girl who couldn't pick Christ out of a lineup can wear a trendy fake-ruby-encrusted crucifix, but a girl who wants to honor her hospitalized father can't wear a LIVESTRONG bracelet. Oh, and a kid wearing a Rolex can run—wristwatches are allowed in cross-country—but the kid wearing a rubber band can't.

Of course, these are the same anal-retentive rules freaks who, at that Virginia Beach meet, DQ'd a girl whose shirt had ridden up during her run. The reason? No exposed midriffs allowed.

Oh. My. God.

"This has been a learning situation for the kids," says Nestor. What the kids learned is that there are ways to defy stupid rules. Now they scrawl the names of those they want to honor on their hands before a race, then slip the band back on afterward.

That'll work until cranky officials come up with a new anti-ink-poisoning rule. Personally, I'd like to give *them* yellow bracelets.

Around their necks. □

If you have a comment for Rick Reilly, send it to **reilly@sileters.com**

PETER READ MILLER

OLD No. 7 BRAND

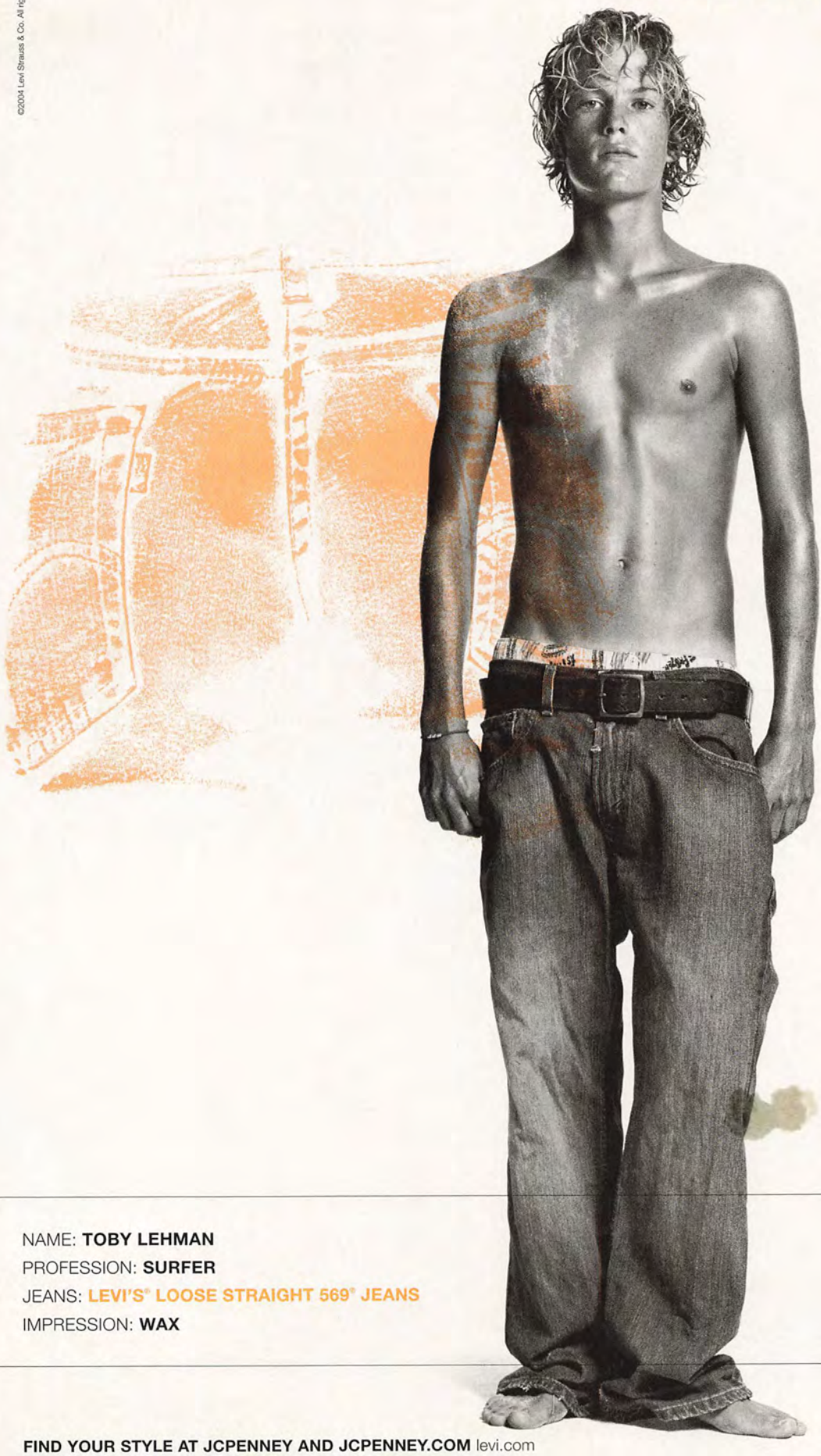
SURVIVAL GEAR FOR THE FROZEN TUNDRA.

The best offense is a good defense. Drink responsibly.

JACK DANIEL'S and OLD NO. 7 are registered trademarks. ©2004 Jack Daniel's.
Tennessee Whiskey Alcohol 40% by Volume [80 proof]. Distilled and Bottled by JACK DANIEL DISTILLERY, Lynchburg [POP. 361], Tennessee. Come visit us at www.jackdaniels.com

©2004 Levi Strauss & Co. All rights reserved.

A STYLE FOR EVERY STORY™



RELAXED FIT

REGULAR FIT

501® ORIGINAL

LOOSE STRAIGHT

LOOSE BOOT CUT

LOW RISE STRAIGHT

LOW RISE BOOT CUT

NAME: **TOBY LEHMAN**
PROFESSION: **SURFER**
JEANS: **LEVI'S® LOOSE STRAIGHT 569® JEANS**
IMPRESSION: **WAX**

LEVI'S®

FIND YOUR STYLE AT JCPENNEY AND JCPENNEY.COM levi.com